

INSURER

LEADING LIFE INSURANCE WEEKLY

The National Underwriter

LIFE INSURANCE EDITION

THURSDAY, APRIL 28, 1921

NEW TERRITORY DEVELOPMENT FOR 1921

Preferred Positions

Every ambitious agent has an eye out for a preferred position—a general agency where he can better himself.

In the Peoria Life a man need look no further than his own organization. The company's policy of getting into new territory just as rapidly as good business permits, creates many preferred positions that are always filled from the ranks of the local agents.



GOOD CONTRACTS TO LIVE CLEAN AGENTS

PEORIA LIFE INSURANCE COMPANY

PEORIA

ILLINOIS

7.24%

Our Interest Rate

7.24% is the rate of interest earned in 1920 on our mean ledger assets. Funds invested in the safest securities—farm mortgages. Values do not fluctuate—always worth 100 cents on the dollar.

Other Significant Facts in the Agent's Favor

- A New Accident and Health Department.
- Free Service of Home Office Group Insurance Specialists who give you assistance in your territory.
- A Sales Service Department that has one purpose—to increase your sales.
- Limit extended to \$300,000 on one Life.
- Both Non-Participating and Participating Policies.
- Provision for Substandard Business.
- Policies that carry every up-to-date feature.
- Liberal Agency Contracts.

Over \$110,000,000.00 New Business Paid-For in 1920

Our Agents Participate in Our Prosperity

MISSOURI STATE LIFE INSURANCE COMPANY

M. E. SINGLETON, President

Home Office

St. Louis, Mo.

**Unless you "say something" how will we know you are interested?
Send for our Annual Statement. Address—Agency Department.**





The National Underwriter

LIFE INSURANCE EDITION

Twenty-Fifth Year No. 17

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, APRIL 28, 1921

\$3.00 per year, 15 Cents a Copy

Taxation Puts Heavy Burden on Life Insurance

Variety of Forms, Imposed Through So Many Channels, Is Outlined Before Members of Chamber of Commerce of the United States by Executive of Home Life of New York

BY HENRY MOIR
Vice-President and Actuary Home Life of New York

THE taxation of life insurance is imposed in so many different forms and through so many channels that it is difficult to give a clear conception of the amount and nature of such taxation. While, therefore, we may briefly scan all of the imposts, we must for the sake of clearness confine our chief attention to a few of the more important and oppressive forms. The only motive which impels the officers of life insurance companies to oppose excessive taxation is to protect the business. They do not suffer personally from the imposts, since all of the tax payments are borne by the policyholders. The taxes assessed against the companies invariably come out of the policyholders' pockets; indeed in about 90 percent of the business the policyholders are the companies.

Certain Recognized Principles of Taxation

There are certain recognized principles of taxation which are accepted by the best authorities. In discussing any form of taxation it is desirable to keep some of these clearly in mind. One is that it is undesirable to tax property directly; that is, to tax capital values as capital. Such action should only be taken in case of dire emergency because the diminution of the capital necessarily reduces the profits and income, considered fit objects of taxation. In the words of an old philosopher, capital taxes are unthrifty because they "diminish the funds applied towards the maintenance of productive labor."

In addition to this general principle, there are four canons of taxation which should be applied to any legislation dealing with this subject: (1) Equity among those who can best bear the burden; (2) the amount should be easily and definitely ascertainable; (3) it should be payable at convenient times; and (4) it should be collectible with a minimum of expense.

Taxation of Luxuries and of Necessities

Yet another of the principles to which I would direct attention is the distinction drawn by thoughtful economists between the taxation of luxuries and of necessities. Although many people favor a general sales tax as an emergency measure at the present time, nevertheless the principle remains that the taxation of necessities is generally undesirable, causing an accumulation of the burden of taxation as the amount is passed from the producer to final purchaser; whereas the taxation of luxuries is viewed as a proper means of raising revenue, the assessment being met by those who enjoy the luxuries, not necessarily passed on and accumulated.

Taxes Imposed on Life Insurance

With these principles in mind, I shall proceed to state briefly the taxes which are now imposed upon life insurance.

1. Before any business can be even solicited there are certain privilege taxes and license fees payable to the state for the company's right to do business.

2. Every agent who solicits business

must have an agent's license from the state and in some instances from each municipality in which the agent operates.

3. For each policy that is placed there is payable to the federal government, as a war emergency tax, 80 cents per \$1,000 of new business written.

4. When the premium is paid by an applicant (out of his income, already taxed) a premium tax has to be paid in nearly every state of the Union.

5. Each renewal premium paid by the policyholder is subject to a similar premium tax.

Subject to Federal and State Imposts

6. The insurance company is subject to a federal income tax on profits and earnings.

7. Several states have imposed a similar tax in respect of the business transacted within the state.

8. The company pays local taxes on all real estate holdings wherever situated; also personal property taxes in some states and municipalities.

This statement of the position of the life insurance companies of the country in regard to the excessive burden of taxation which is placed upon them by the laws of the United States and the various states was given by Mr. Moir at the insurance group meeting of the Chamber of Commerce of the United States this week at Atlantic City, N. J. It is expected to have valuable results in directing the attention of the business interests of the country generally toward this important problem.

9. The companies have to pay a federal capital stock tax.

10. There has also been imposed an excess profits tax, as an emergency war measure, upon life insurance companies, although no one ever heard of a life insurance company making profits through war, which on the contrary is a fruitful source of loss.

11. When the insurance becomes payable an inheritance tax is imposed—both state and federal. This applies principally to large amounts and large assets. There is a federal exemption to the extent of \$40,000 of insurance when payable to a named beneficiary.

All Life Insurance Taxes Are Paid by Policyholders

It is often forgotten that all life insurance taxes are paid by the policyholders of the organization. The fact is lost to view because the payments are made indirectly through the company, the only one of the above imposts payable directly being the inheritance taxes mentioned in the last paragraph.

Several of the above items of taxation may be disposed of with but a few words:

It is generally conceded that the cost of supervising any business should be borne by the business itself. To the extent therefore to which licenses and fees, (1) and (2) above, provide such cost the items may be considered correct.

The amounts collected go far beyond this requirement.

Tax on New Issues Amounts to \$7,000,000

Then again, the war emergency items consisting of the 80 cent tax on new issues and the excess profits tax are temporary and will presumably be removed after the effects of the war have passed. The tax on new issues is a much larger item than many realize. For the year 1919 the amount paid by regular life insurance companies was probably over \$5,500,000; and for 1920 about \$7,000,000. This may be viewed as in the nature of a sales tax; and if the first premium be treated as the entire consideration paid the amount is roughly equivalent to 2½ percent of the price. Being a war emergency measure, it is to be hoped that patience will be rewarded when peace is achieved. The question of excess profits tax is now in the courts and should not perhaps be discussed here. The attempt at such taxation shows a complete misunderstanding of the nature and scope of life

insurance. Sufficient time has not yet elapsed since Dec. 31 to allow of an accurate analysis of the returns of all the companies in the United States for last year. Figures regarding 39 of the largest companies have been given to me by the Association of Life Insurance Presidents, as follows:

"We have reports on file from 39 companies showing taxes paid in 1920 as follows:

Insurance taxes and fees....\$27,181,671
Real estate taxes 3,149,384

Total\$30,331,055

"As the premium receipts in 1919 of these same companies amounted to \$1,035,876,773, the 1920 taxes, apart from real estate taxes, amounted to 2.624 percent of the gross premiums of 1919."

If the proportion of total taxes paid by these 39 companies in 1920 remained the same as it was in 1919, then the aggregate figures for all life insurance companies in the United States for 1920 were approximately:

Insurance taxes and fees....\$31,700,000
Real estate taxes..... 3,880,000

Total\$35,580,000

These figures show an increase for the year of about \$7,000,000 over the amount paid in 1919.

Federal Life Taxes Unknown 10 Years Ago

Federal taxes of life insurance companies were unknown ten years ago, yet for 1920 they were in excess of \$10,000,000. This item alone means a difference in dividends to policyholders of about 6½ percent of the dividend payments of 1920.

The taxes payable to various states have also been on an increasing scale during the past 10 years, especially those taxes charged on the business in force, usually imposed on first and renewal premiums, and frequently on the gross amount stipulated in the policy contract, irrespective of premium refunds, abatements, or dividends to policyholders. In 1920 such taxes were about \$18,000,000. If this sum be represented as a percentage of the dividend payments to policyholders, it is actually in excess of 11 percent of such dividends. This is in addition to the 6½ percent federal taxes above mentioned. Roughly speaking, therefore, we might say that dividends to policyholders are diminished by over 17½ percent because of the imposition of those burdensome state and federal taxes.

Please note that the above figures omit all reference to license fees, publication fees, real estate, and personal property taxes, also other items which might be viewed as the normal taxes needed for a proper supervision of the business, and for a moderate contribution to police, educational and public purposes.

The most burdensome form of taxation of life insurance is the ubiquitous premium tax. It is a sales tax, but is not restricted to any moderate percent-

insurance companies; also a sad lack of appreciation of the beneficial and stabilizing effects of life insurance in periods of calamity, like war and pestilence.

No Objection to Real Estate Levies

The taxation of real estate is common to all business enterprises. Occasionally exemptions are granted, but rarely; and in my personal judgment it would be better to have fewer tax exemptions of real estate, as for example, property held for philanthropic and religious purposes. No sensible business man raises objection to real estate taxes properly assessed.

It is impossible to separate accurately the various forms of taxes paid by all the life insurance companies in the United States, but it is possible to get a general view and to show approximately the grand totals. In the year 1919 there were 266 active companies transacting regular life insurance in the United States, and the total insurance taxes and fees combined amounted to a little short of \$25,000,000 (\$24,913,957 exactly), and in addition they paid real estate taxes of \$3,641,459, or a total for 1919 of \$28,555,416.

Figures on 39 Companies for 1920

During 1920 the rates of taxation were higher and there was also a very pro-

age like that suggested for a general sales tax. It goes far beyond the 1 percent rate now being discussed by our prominent legislators.

The premium tax violates nearly every canon of just and desirable taxation. The cost of life insurance is made appreciably heavier. The careful man who by self-sacrifice provides that his own helpless dependents will never become a charge on the state, has not only to help support those who were not so protected; but is actually taxed on account of his foresight.

The amount of the tax is large, in many instances heavier in rate than taxes on real estate, for it is payable every year on every premium paid, and is imposed not only upon the savings which are being accumulated by middle class people, but also upon that portion of the premium which is absorbed year by year in current protection. It is discriminating in that a larger amount is taken from those who effect the thriftier forms of insurance, and from those entering at the older ages.

Close Analogy to Savings Bank Deposits

Savings bank deposits and premiums paid to fraternal orders are generally exempt from taxation. It is right that they should be exempt, but the analogy is so close to the premiums for regular life insurance that the discrimination and unfair treatment become all the more glaring and marked. What would be the viewpoint of depositors in savings banks if they were told that for every \$100 deposited, \$2 would immediately be taken in taxes? This is analogous to the situation as regards the premiums paid into life insurance companies, except that in many states the premium tax exceeds 2 percent and there are other taxes in addition. Probably the situation could be improved if the life companies were to develop the latent voting power of their policyholder, as the fraternal orders have done.

For the last thirty years these taxes have been assessed on a steadily increasing scale. When the cost of collection, including the maintenance of separate accounts for each particular state is taken into consideration, this burden is heavy in relation to the total general expenses. The rate in some states is very high, while in the most populous states the taxation rates are more moderate. There is thus introduced another element of inequality and discrimination which is conveyed down to the policyholders.

Mutual Enterprise for Personal Protection

The vast proportion of life insurance in this country is conducted as a mutual enterprise for personal protection and without any expectation of earning profits on the business. As premiums must be estimated in advance, to provide sums insured which are payable at unknown dates extending into the distant future, it is necessary to fix such premiums on a scale a little higher than the experience will probably develop. This is a precautionary measure, found to be the wisest course after a century or more of experimenting, since no one can exactly foretell either the interest earnings on trust funds or the mortality rates. The so-called profits or dividends of life insurance arise from this source, and they really consist of refunds of amounts overpaid by policyholders. They are neither profits nor dividends in the usual sense. In those few cases where life insurance is conducted as a business for profit it is usually conceded that the profits earned by stockholders should be taxed; but not the capital, nor yet the fundamental organization.

Has Grown As Scientific Business Development

Life insurance has grown up as a scientific business development; it is not like other philanthropic works. There are no "drives" for new members, no enthusiastic talk at exciting meetings, but only a quiet and continuous educa-

HIGH PRAISE FOR LITTLE GEM

ALL who have seen the Little Gem Life Chart for this year, issued recently by The National Underwriter Company, agree that it is a splendid publication and marvel at the quantity of information that it has been possible to include in a vest pocketbook. This is the original and oldest of the vest pocketbooks and at the same time the most complete. Although published on April 13, it contained the five-year financial and insurance records of all companies in the country, in addition to the policy and rate information for the 97 leading companies. Here are a few unsolicited comments which have already been received:

F. W. Hubbell, vice-president, Equitable Life, Des Moines, Ia.—"We have always considered this one of the best publications for agency use."

W. J. Shaw, secretary, American National, Galveston, Tex.—"We are very much pleased with it."

C. Hommeyer, assistant superintendent of agents, Union Central Life.—"I want to congratulate you upon the typographical appearance and arrangement of the book. The Little Gem Chart, it seems to me, is sure to become increasingly popular."

Charles G. Taylor, vice-president, Atlantic Life, Richmond.—"It is certainly very convenient for reference purposes and well arranged. Congratulating you upon the excellence of the book."

E. G. Simmons, vice-president, Pan American Life, New Orleans, La.—"I want to congratulate you upon the many improvements you have made in this Little Gem Chart; it is one of the most comprehensive publications I have ever seen."

J. H. Jefferies, Penn Mutual Life, Phil-

adelphia, Pa.—"Your book is certainly most comprehensive."

F. A. Jones, Metropolitan, N. Y.—"I have noted the changes made in the current edition, which seem to be particularly valuable; and I note also the very excellent typographical appearance and the careful manner in which the book is bound."

S. W. Goss, vice-president, Security Life of Chicago.—"I think the Little Gem Chart is the best thing of its kind published."

C. H. Symonds, assistant secretary, Aetna Life, Hartford.—"We congratulate you upon your ability to condense so much information in so small a space and on the general make-up and excellent printing. We feel the Chart will prove of great value to those using it."

R. W. Stevens, vice-president, Illinois Life, Chicago.—"I always keep the Little Gem on my desk for the reason that it is such a marvelous multum in parvo."

J. J. Mooney, president, Michigan Mutual Life, Detroit.—"Permit me to congratulate you on the apparent completeness and exceptional good form of this publication."

W. D. Wyman, president, Berkshire Life, Pittsfield, Mass.—"It is a very useful little book."

Abraham R. Tyler, Massachusetts Mutual Life, Detroit.—"Absolutely the best of its kind, I think."

R. H. Hitchins, Mutual Life, Bloomington, Ill.—"I like the Little Gem Chart just received."

Sidney A. Foster, secretary, Royal Union Mutual, Des Moines.—"It is unique, comprehensive, easy to handle and complete in data."

C. W. Brandon, president, Columbus Mutual, Columbus, O.—"I believe I appreciate it as much or more than the average agent."

Buyers of Insurance Have Two Objects

Those who take out life insurance have two particular objects in view. The first is to protect the family against want in event of the untimely death of the insured. The second is to accumulate out of savings a capital fund as a provision for the old age of the insured, with remainder, if any, for his family. It is not anticipated that there will be any income from an insurance investment; but on the contrary the central thought is protection, and a thrifty prevention of pauperism. Every state recognizes an obligation to sustain widows and orphans who may be incapable of maintaining themselves. Accordingly it follows that those thoughtful and earnest citizens who take steps to relieve the stage of such obligations by effecting life insurance should not have their efforts taxed out of existence. On the contrary their efforts should be encouraged.

Uncertainty in Taxation Is Its Greatest Evil

Adam Smith, who gave so much attention to taxation, and whose general principles remain unassailed today, used this wise remark:

"A very considerable degree of inequality is not near so great an evil as a very small degree of uncertainty."

Perhaps the greatest evil in life insurance taxation is its uncertainty, com-

bined with its tendency towards continual increase. Legislators deal with the subject who do not seem to have a clear conception of the business regarding which they are preparing laws. There may have been some clear ideas in the master minds which drew the federal tax laws, but if so they used language which to an expert in the business effectively conceals their meaning.

Revision in Federal System Greatly Needed

If the taxation of life insurance must be a recognized source of federal revenue, notwithstanding the nature of the business which deserves national encouragement, then the most important thing to accomplish is to remove the uncertainty and adopt some system of taxation which is clear and specific, and which will produce a stated revenue from year to year. This result can be accomplished by the adoption of the plan recommended by the treasury department, whereby existing taxes shall be abolished, and the interest earnings on invested funds, less the requirements for reserve purposes, shall form the basis of taxation. This would be an income tax easily understood, easily ascertainable, uniform in character, steadily progressive, and calculable. Moreover, it is a true tax on income which, to the economist, justifies the method in theory.

The situation as regards premium taxes, which are imposed by the several states, can only be improved by a broader education of legislators and policyholders. The need of revenue and the ease of collection from the companies together constitute a grave temptation to which state officials often succumb. There is therefore a tendency to load on as much as the business will bear, instead of taking into consideration the best interests of the people and encouraging their efforts to protect themselves. The proper statesmanlike attitude can only be attained by an educational campaign.

Herbert Allen Tuller, widely known in Wisconsin life circles, died at Waukesha, aged 66 years. He had been ill for two years. He was for many years the Waukesha agent of the Prudential.

Life Insurance Really Is Insurance Against Shrinkage of Estate

NO one ever wants to have less than he once possessed, and this fundamental fact is being used effectively in writing life insurance at this time by the home office agency of the Union Central under the direction of John L. Shuff, manager. Whether a man is a merchant or not, he is likely to have investments which have shrunk in value. No matter how much the value of the dollar may have increased, no man likes to figure his estate in a less number of dollars than he could once do. This gives an opportunity for the life insurance agent to come in and offer to bring the estate up to the dollar value it once had for a small initial deposit.

Present conditions should not interfere at all, and might be considered an aid, in the writing of inheritance tax insurance, according to Mr. Shuff. A man by retrenchment of expenses can prevent the piling up of any debts while he is living but it is no longer possible in any state of the Union for a man with an estate of any size to die with his debts paid. His very death creates a debt, and a debt to the most relentless of all his creditors, the state. Just at this time when so many stocks and securities are selling at a low price, the death of many men would involve a serious sacrifice, not only in the inheritance taxes to be paid, but also in a loss of substantial funds because securities would have to be sold on a low price market. Insurance for meeting inheritance taxes will avoid this difficulty.

As an example of what life insurance can mean to a man, Mr. Shuff talked about the big bond issue which has just been sold to a brokerage house by the city of Cincinnati. The brokerage house, in turn, said Mr. Shuff, will offer these bonds to the public. Now suppose that this brokerage house were to advertise that it would begin the sale of these bonds at 9 o'clock on a given morning, promising to deliver the bonds as paid for to the estate of any man who had paid an initial deposit during the first year of \$48, with the understanding of course that additional payments were to be made during the following years. Under these circumstances, it would be necessary to call out the police, said Mr. Shuff, in order to handle the crowd which would be on hand to buy the bonds. Yet that is substantially what life insurance offers. The bonds would pay interest each year but the life insurance would pay dividends. Moreover, the insurance would always be at par when paid while the bonds might not always be worth par.

New St. Louis Life Company

The Laclede Life of St. Louis, with capital and surplus of \$500,000, is being organized by well-known St. Louis business men. Expert life insurance men will be in charge of its management, it is stated.

The temporary finance committee will be composed of U. S. McClellan, president of International Aerial Navigation Company of St. Louis; John M. Keithly, president Bank of O'Fallon, and A. R. Baxter, secretary Dix Oil Products Company. Elliot W. Major, ex-governor of Missouri, is general counsel and Clyde Beck, organization counsel.

The stockholders will be limited in number to 100 or less. The minimum subscription accepted will be \$5,000. The total expenses of the organization will be limited to 10 percent of stock sold. Its promoters say the company will begin business with not less than \$2,000,000 of insurance in force and will have \$200,000 reserve and \$250,000 surplus, having no indebtedness. The temporary offices are at 455 Pierce building, St. Louis.

INSURANCE OUTLOOK AS SEEN BY BURNET

President of Continental Life of
Delaware Expects Continued
Decrease in Volume

STILL MANY PROSPECTS

Strong Arguments Can Be Offered for
Insuring at This Time—Largely
Up to Agents

WILMINGTON, DEL., April 26.—An interesting survey of the life insurance outlook is made by Philip Burnet, president of the Continental Life of Delaware, who looks for a continued decrease in the volume of business written, but believes that this tendency can be counteracted, to some extent at least, by increased activity on the part of agents. Mr. Burnet says:

"In spite of the fact that our own new business is about 20 percent greater than for the same period of last year, I cannot escape the belief that the steady falling off reported by most of the companies is likely to continue and to extend, eventually, to practically every company in the business.

Insurance Follows Price Level

"I base this belief on the two facts (1) that heretofore, in times of rapidly changing prices, the volume of new life insurance has closely followed changes in the price level; and (2) that wholesale prices have dropped nearly 45 percent from their high point of February of last year, and are still falling, although they are now within about 20 percent of pre-war prices. Retail prices have not yet dropped as much as wholesale prices, but eventually they are pretty certain to do so, with the result that the terrific losses already sustained by producers, manufacturers and wholesalers will extend to retailers as well, so that practically the entire business world will not only have sustained tremendous losses, but will also have gotten down, finally, to a much less profitable basis of operation.

Effect Sure to Be Seen

"I cannot see how these huge losses and the great reduction in business profits which, together, mean a large reduction in the buying power of the entire business world, can fail to be reflected in a substantial decrease in the amount of new life insurance.

"On the other hand, a little reflection will show that there will always be scores of excellent prospects for life insurance, and that the more intelligent life insurance men will soon find a way—many have already done so—to adapt themselves to the changed conditions as to prevent their production from falling so very far below that of the boom period.

Scores of Good Prospects

"We must remember that the very losses which have been sustained by nearly every farmer and business man in the country create a multitude of prospects which did not exist before. The more far-sighted and intelligent business men and farmers are taking more life insurance just because they have suffered such heavy losses and are so deeply in debt. They realize that if they should die now, their estates would be seriously involved. Many of them are quite willing to spend the relatively small premium for enough life insurance to cover the shrinkage in their net worth.

"As a matter of cold, hard fact, this is a mighty bad year in which to die.

"TY" COBB TALKS ON INSURANCE

Says Essentials of Success Are Same As In Baseball

"TY" COBB, manager of the Detroit baseball club of the American League, and probably the greatest player in the history of baseball, declares that the same principles which make for success in baseball will apply in the selling of insurance. The one and only "Ty," who was in Chicago with his team last week, gave a "pep" talk Saturday morning to the Chicago agents of the Washington Life & Accident. He made an attempt to belittle his title to success and to claim excuse as a poor speaker, because he was not at home unless "surrounded by three bases, green grass, bat and ball." However, all who heard him will vouch that the great Ty is as great off the diamond as on it. His scintillating enthusiasm put the agents all on their feet for a home run this week.

Success Same in Any Game

"Whatever I say," he said, "will probably be on baseball, but will apply equally to insurance or any other line. Baseball is my game. Insurance is your game. At any game success is the same.

"The successful men I have met have led me to realize that success comes only with a love for your game. You have to be 100 percent in love with it before you can get very far. If you have not this devotion, change your job, for without it you will never advance. With it, however, work will be a pleasure and the finer points of the particular job will always be before you. You will always be thinking of it. Some of the best plays I ever made in baseball were thought out at night before going to bed, or even in the middle of the night. Put into practice the next day on the field, they proved good. You have to think as well as work."

Must Think to Win

Cobb, the originator of the new school of baseball and king of batters, is the greatest base runner in the game. While not the fastest, he is the greatest. He said: "My base running is not successful because I am so fast on my feet. There are many who can out-run me. It is because I think. Just as an example, I once decided that when the team had a safe lead I would take a chance on making second on a single. I rounded first without hesitating, with a 50-50 chance that the ball would be muffed somewhere. Expecting me to stop at first base, my chances of not being followed were good. And as time went on the infielders began to feel so nervous when they saw me coming that they muffed still more. By thinking it

Most of those who live it out will doubtless pull through and get on their feet again. But if they are unfortunate enough to die now, the one thing and the only thing which can save their estates is life insurance.

Clear Presentation to Bring Business

"When this fact is presented clearly and vigorously, day in and day out, to a large number of people whose death at this time would bankrupt their estates and leave their families destitute, it is bound to bring business—and in substantial volume, just because it meets a real need which is now more acute than it has been for years, and is more widespread than it has been for a generation. "A vigorous and thorough-going campaign based on this fact—a campaign which will cover a whole community quickly and thoroughly—will yield a tremendous amount of business and save many a family from disaster.

The Salaried Class

"Then there is another class in nearly every community—and a very substantial class—which has lost nothing by

out, I had succeeded in stretching a single for two bases regularly."

Danger of Over-Confidence

"With success on its way, precaution must be taken against over-confidence. If you have a particularly good week in insurance, you can't sit by the next week and live on the reputation. If a baseball player makes a home run today, that will not help him out tomorrow. I once watched a player who had every promise of a successful career. He was in excellent physical condition and seldom hit below .300. He entered a minor league and appeared to be advancing rapidly. But it soon developed that I could tell from any one day's game how he would play the next day. If he played an unusually good game one day, I could count on a poor one to follow. He rested on his oars after each good game. That will not bring success. Continuous, hard plugging is necessary."

Take Time for Relaxation

He went on to say, however, that although it is necessary to put in the maximum amount of work on the job and forget the clock, it is also necessary to take time out for relaxation. He said to get in the game, insurance or baseball, and play the best possible. When the day is over, then relax and enjoy yourself.

"This comes of itself," he said, through hard, conscientious work. If the work is done as it should be and no error is committed through negligence, you can enjoy the rest afterwards. If, however, you do not do all you should, if you are careless or make a mistake, you will be worried and bothered long after. The player who muffed away the game last week cannot to this day enjoy his hours of rest. Good work brings good times.

No Such Thing as Luck

"You hear a lot of talk about chance or luck. It isn't true. There is no such thing as chance or luck. It is merely the reward of honest effort and pluck.

"When that 'lucky' play or that 'lucky' business deal is made, it means a great expenditure of previous energy and brain work. In the same way many speak of there being no chance at the top. That also is wrong. There is plenty of room at the top, but very little at the bottom. Every one has a chance to reach the top. Whether he grasps the opportunity or not depends on whether he works hard or watches the clock, and whether he thinks or merely moves. Success is there for anybody who plugs diligently and thoughtfully."

falling prices, but is being steadily benefited. To the man on a salary or other fixed income, every drop in the cost of living is the same thing as an increase of income. But this steadily increased saving from the reduced cost of living is almost certain to be frittered away and lost unless it is tied up in some way that practically forces its saving; and one of the best of all ways to tie it up is to take more life insurance.

\$17,500 of Potential Capital

"Living costs have already dropped to such an extent that they can be converted immediately, by the average man, into a potential asset of no less than \$17,500.

"Government reports show the income of the average family in this country to be about \$2,500 a year. The latest reports also show that living costs have already dropped nearly 20 percent from their high point—and are still falling.

"This means that the average family whose cost of living had risen to \$2,500 a year can now live just as well for
(CONTINUED ON PAGE 7)

EQUITABLE MEN MAKE NOTEWORTHY RECORD

Secure More Than 15,000 Applications for New Business in 10 Days of April

TRIBUTE TO JUDGE DAY

Special Effort Commemorates His Tenth Anniversary As President of the Company

NEW YORK, April 26.—An enthusiastic response was made by the agency force of the Equitable Life to the appeal of the "Old Guard" that the field men show their appreciation of the services of W. A. Day, who rounded out ten years of service as president of the society April 20, by securing 10,000 applications for new business during the first ten working days in April. To attain this goal called for an increase of about 50 percent in the average number of applications previously received daily at the head office. Not only did the agents easily get the 10,000 applications asked of them, but they secured an additional 5,286 as well. To quote Vice-President Taylor: "The extraordinary character of this achievement is indicated by the fact that in securing 15,286 applications in 10 days, representing more than \$55,800,000 of new insurance, the agents of the Equitable Life have succeeded in writing two and one-half times their average production preceding this campaign."

Portfolio Presented to Day

A handsomely bound portfolio, containing summaries of the production by agencies, supported by separate statements from each agency listing the name, number of applications and amount of insurance written by each individual agent participating in the campaign, was presented to the president as a permanent record of the event. When notified of the result of the business drive made in his honor, President Day sent a wire to the managerial staff, the telegram reading: "I am overwhelmed with evidence of personal regard of the Equitable field force as shown by the result of the campaign in my honor, knowledge of which first reached me today. I am deeply touched and for the moment can but say thank you."

Executive Committee's Resolutions

The executive committee of the society, meeting April 20, unanimously adopted this resolution:

"Whereas, the agents of the society undertook to secure 10,000 applications for insurance during the first 10 days of April as their testimonial to Judge Day upon the 10th anniversary of his becoming the honored and beloved president of the society, and

"Whereas, as the result of such effort the applications during said 10 days reached the unprecedented number of 15,286, representing a volume of business of over \$55,000,000; it is therefore

"Resolved, That the thanks of the board of directors of the society be gratefully given to the agents for this fitting tribute of their affectionate regard for the president, and for their just appreciation of the ability and efficiency with which he has managed the affairs of the society during the past 10 years as its president."

Past Decade Eventful One

The 10 years that have elapsed since Judge Day assumed the presidency of the Equitable Life have been eventful ones in the history of the organization,

Indiana the Home of Excellent Transportation

People who have travelled through Indiana have often spoken of its interurban railway system as the best in the country. The state is intertwined north and south, east and west with excellent interurban facilities. In traveling from town to town it is most convenient to have transportation of this character.

Furthermore, Indiana has a vast steam railroad system. Across its domain run the big trunk lines east and west. Diagonally across it are the big southern lines that traverse the north. Indiana, too, has many street car systems that are a credit to its cities.

The ease with which people can get about the state puts them in touch with the activities of the times. The people of Indiana are a broad minded, big visioned, far seeing people.

We submit that a people of this kind make the best life insurance prospects. They are thrifty. They desire to have their children educated. They want their homes protected. They believe in monthly income insurance. They are purchasers of endowment insurance. They are insurance buyers. Indiana is known far and wide as a *great insurance state*.

There is an advantage to an agent soliciting insurance and representing a company that specializes on Indiana. The *Central States Life of Crawfordsville* knows its home state from stem to gudgeon. It knows the people and their needs. It is an Indiana company for Indiana people.

Come with the

Central States Life Insurance Company

CRAWFORDSVILLE, INDIANA

If you want to write life insurance
in Indiana

WRITE TO

THOMAS L. NEAL

Second Vice President and Agency Manager

President

Edwin M. Brown

Secretary

Clifford V. Peterson

for not only has the society made marked gains in its financial department, but it has instituted a number of reforms, the beneficial effects of which will continue to be felt for years to come. The most striking change effected without question was the mutualization of the office. Incorporated in 1859 with a capital of \$100,000, the Equitable Life changed to a mutual basis in 1917, the outstanding stock being purchased for the benefit of the policyholders. Other notable features adopted under the administration of President Day include the issuance of group life and disability insurance contracts, home purchase insurance, income bond for old age, new convertible policy, endowment annuity at 65, Liberty bond policy, post-mortem dividend, safety inspections for group patrons, medical service for group patrons, scientific plan for occupational ratings, annual free health examinations, double indemnity accident clause, new survivorship annuity, waiver of premium clause, disability income clause, endowment conversion privilege, educational fund agreement, salary continuance agreement, refund and cash refund annuity, corporate policy, excess interest dividends, education and training of agents, disability clause for women, retirement annuity, disability income clause for corporation insurance and the granting

HOLD GROUP MEETINGS

EQUITABLE AIDS ITS AGENTS

Home Office Officials, on Tour of Country, Spend Three Days with Chicago Office

Home office officials of the Equitable Life of New York conducted an educational conference for Chicago agents of the company in that city, Monday, Tuesday and Wednesday of this week. The three-day conference is one of the series that the home office is offering to the agencies all over the country. They started March 4 and will continue for another month. The theme of the conference is selling strategy, and under the excellent leadership of the officers the agents are given a new idea of the profession. They are shown the necessity for a highly developed program of insurance to fit the needs of the prospect and are given very definite suggestions for the accomplishment of the task.

Those who addressed the meetings were: Frank H. Davis, William J. Graham and Dr. John A. Stevenson,

EQUITABLE LIFE OF NEW YORK 10 YEARS AGO AND TODAY

	1920	1910	Increase
Premium income	\$ 95,354,787	\$ 53,160,164	\$ 42,194,623
Total income	132,156,942	76,289,493	55,867,449
Dividends to policyholders	16,840,621	10,575,157	6,265,464
Total payments to policyholders	72,683,550	53,119,670	19,563,880
New insurance paid for	529,559,921	107,965,091	421,594,830
Total number policies in force	843,198	519,518	323,680
Assets Dec. 31	627,141,737	492,197,585	134,944,152
Surplus	88,000,942	82,658,985	5,341,957
Total amount of insurance in force Dec. 31	\$2,656,524,971	\$1,347,158,692	\$1,309,366,279

of noncancellable accident and health insurance, the last being a most important step.

Judge Day's Career

Judge Day joined the executive staff of the Equitable Life when Paul Morton was called to the presidency of the society. Mr. Day had been associated with Mr. Morton when the latter was an executive of the Atchison, Topeka & Santa Fe Railroad, and later when Mr. Morton was appointed secretary of the navy. Judge Day was induced to go to Washington and assume the important post of assistant to the attorney general. When Mr. Morton became head of the Equitable Life one of his first important moves was the selection of Judge Day to be its comptroller. Later he was advanced to the vice-presidency and upon the death of Mr. Morton in 1911 Mr. Day was the unanimous choice of the directors for the position, which he has since continued to fill with rare ability. Outside the Equitable Life Judge Day's particular interest is the Association of Life Insurance Presidents, the activities of which he follows closely, ever ready to aid in any movement looking to the betterment of the life insurance business and the more secure protection of the policyholders.

Equitable's Chicago Changes

W. G. Fitting, agency assistant of the Equitable Life, New York, at Chicago, has been transferred to the New York office, where he will act in the same capacity, but will be given greater responsibility. H. F. Berls, formerly chief traveling auditor, is appointed resident supervisor at Chicago. Mr. Berls has been connected with the Equitable for about 20 years. H. W. Hobbs, who has been cashier at Chicago, is promoted to traveling auditor to succeed Mr. Berls. Mr. Hobbs' connection with the company extends over a period of about 13 years. He will have headquarters in Chicago.

E. W. Hyde Resigns

E. W. Hyde, for many years actuary of the Columbia Life of Cincinnati, has resigned and will retire from the insurance business. J. W. Knippling has taken a position in the actuarial department of the company.

vice-presidents; Leslie C. York, superintendent of agencies; William Alexander, secretary, and Dr. G. B. VanArsdall, agency instructor. The post-graduate school in salesmanship, as conducted by Dr. Stevenson and Dr. VanArsdall, was most interesting and instructive and the equal of a long college course. The other officers, specialists in the various lines of insurance, explained thoroughly the merits and peculiarities of inheritance tax, health and accident non-cancellable, life income and group insurance. The 200 agents who attended all of the meetings are now thoroughly versed on all of the company programs.

On the first evening, the Holzman agency furnished the amusement in the form of a minstrel. The agents, themselves, took care of the social spirit and enthusiasm during the rest of the period and it was a most splendid show of hearty and enthusiastic cooperation between home office and agents.

Similar conferences were held at St. Paul, April 18; Madison, Wis., April 26; Grand Rapids, Mich., April 28.

New Branch at Salt Lake

The Salt Lake office of the Occidental Life of Los Angeles has been made the headquarters for the intermountain territory of the company and T. A. Robertson, who has been in charge of the Salt Lake office for some time, becomes manager of the new branch. It is stated that the company's business in Utah and Idaho has grown so rapidly that the change in the handling of the business was imperative. Hitherto the business has been all done under the direct supervision of the head office of the company. Readjustment of the local office to its extended work has been in progress for the past month under the direction of W. A. Wood, agency secretary at Los Angeles.

Farmers National in Indiana

A mistake was made in the recent statistics as to new business of the Farmers National Life of Chicago in Indiana last year. Its new business is \$3,814,850. Its business in force in that state is \$11,204,200.

FITTING POLICY TO NEEDS OF PROSPECT

Must Size Up Cases and Supply Life Insurance that Meets Requirements

TALK BY J. A. STEVENSON

Vice-President of Equitable Says That Modern Life Salesman Must Be Diagnostician

John A. Stevenson, third vice-president of the Equitable Life of New York, spoke at the meeting of the Chicago Association of Life Underwriters Tuesday night. Mr. Stevenson has, with three other officials of the Equitable, been making a trip through the country visiting the principal cities and holding agency meetings. He has been studying the needs and problems of the soliciting agent. He has been working out plans for meeting objections, finding prospects, increasing business, etc. In other words, he has centered his mind upon the questions that confront the field men, and what he had to say in Chicago was listened to with a great deal of interest.

Skill and Training Required

Mr. Stevenson said that the intelligent writing of life insurance demands considerable skill and training. The writing of life insurance can no longer be entrusted to those who know little about the business, or who lack the ability to accurately measure a prospect's life insurance needs. Mr. Stevenson made the point that a successful writer of life insurance must have, above all else, diagnostic ability. That is, he must be able to size up his cases, to ascertain what his prospect needs in the way of life insurance, what his life insurance requirements are, and to supply the right kind of policy. He must be able to do a great deal more than simply sell a man more life insurance. He must sell the prospect exactly the right amount, fitting exactly the prospect's needs, and covering all requirements.

Examples in Other Professions

Mr. Stevenson illustrated his point by saying that the high priced men in the medical world are the diagnosticians. The lawyers that are enjoying the largest incomes are those who prepare the cases in advance, who analyze the situation, and plan out the attack, and not those who plead the case in court. He said that the successful clergyman is not the one who is able to deliver the best sermon, but rather the man who has the ability to analyze the social needs of a community and create a plan for supplying the social requirements of a city or town. The life insurance man who has not this ability, or cannot develop it, might as well drop out, because he will never succeed in a big way. It is nothing to simply sell a prospect some life insurance. The real needs of the prospect must be seen and met.

Old Methods Won't Do

Mr. Stevenson said that the life insurance business must develop, and in fact is developing, much as the other professions. He said that in the old days the general practitioner had only one or two medicines to offer to cure all evils. Today the medical profession has become highly specialized. Similarly, the life insurance man of 25 years ago thought that he was doing his utmost when he sold a prospect a policy. It made little difference to him what kind of a policy or for what amount,



JOHN A. STEVENSON
Third Vice-President Equitable Life of New York

so long as a policy of some kind was placed. This type of selling has no place in today's life insurance program. Mr. Stevenson said that whenever a certain body of knowledge or facts becomes so complicated that the public cannot be served by laymen, the services of expertly trained and equipped men become necessary. The life insurance business has developed to this point, and the rate book man today has to know more than the rates and principal policy forms.

Typical Poor Approaches

Mr. Stevenson cited a number of typical approaches that are being used by hundreds of life insurance men today such as, "We have just issued a new policy and I dropped in to see whether you wouldn't be interested in it," or "We are putting on a special campaign for new business this month and I wanted to find out whether you didn't want to take some more life insurance now," or "Don't you think you would be interested in taking some more life insurance now? You have not done any business with me for several years," or "I just dropped in to see if I couldn't interest you in some more life insurance." Opening remarks of this kind mean absolutely nothing to the prospect. They invite a turn down and injure the agent's chances of closing his case.

Illustration of Specific Case

"Contrast this way of presenting life insurance to the methods of the man who makes some serious study of each case individually," said Mr. Stevenson. "Every man has his individual needs and requirements. What I am trying to get over here is the idea of tying up a man's life insurance with his needs, with his life's objectives. The agent who simply goes in and sells a \$1,000, \$5,000 or \$10,000 policy does nothing. Perhaps he sells too much life insurance, or he may fall considerably short of the mark. Take a typical case. Suppose an agent goes in and has a talk with the prospect who is 35 years old, who has saved only \$2,000 all his life, who has just purchased a house for \$7,500 on which there is a \$5,000 mortgage, and who has a son that will go to college, a younger daughter and still another crippled daughter. Here is a chance for some individual work. A case like this is easy for the life insurance man who knows how to make a prospect so circumstanced, see what he needs in the way of life insurance. Well, what does he need? In the first place, he needs to have his mortgage indebtedness covered by life insurance. There should be a \$5,000 policy covering the \$5,000 mortgage, so that in case of death the family would not be sunk in debt. In addition, there should be an income policy for the wife, an educa-

(CONTINUED ON PAGE 10)

A Wider Field—An Increased Opportunity

Our Agents can sell policies on the annual premium plan, up to \$3,000, to young men and young women as young as age 2—protective insurance and Educational and Business Start Endowment Insurance. This extension of the age limit for Ordinary Insurance down to age 2 helps our Agents considerably. We issue Participating and Non-Participating Policies. As regards adults, we write contracts with Double Indemnity provisions covering any kind of fatal accident, or with Double Indemnity provisions covering fatal travel accident only, as may be desired. We issue policies with waiver of Premium and Disability Annuity or Instalment Payment features. We insure males and females at the same rates.

OLD COLONY LIFE INSURANCE COMPANY
CHICAGO, ILLINOIS

CO-OPERATION

No. 25

THE success of our liberal program of agency co-operation has made it possible for us to extend and improve our methods of selection and training.

It is our plan to make contracts each year with a limited number of full-time representatives; no part-time men being accepted. Each representative will be carefully selected and will attend our training course at the Home Office, which combines in its six weeks' course, a study of the principles and practices of life insurance and actual field selling under competent supervision.

Phoenix Mutual Life Insurance Company

of Hartford, Conn.

JOHN M. HOLCOMBE, President



The Masonic Mutual Life Association

Of the District of Columbia

Chartered by Special Act of Congress, March 3, 1899

The Security of the Old Line
The Economy of the Fraternal

Select work, with big returns to high class representatives. For terms and territory, write to

WM. MONTGOMERY, President and Gen. Mgr.
New Masonic Temple Washington, D. C.

"The Capitol Life Insurance Company desires to obtain the services of good, reliable agents in all unoccupied territory. Please address the company for further information."

The Capitol Life Insurance Co. of Colorado

Thomas F. Daly, President
Denver, Colorado

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary and General Manager; J. H. HIGGINS, H. E. WRIGHT, NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

C. M. CARTWRIGHT, Managing Editor
HOWARD J. BURRIDGE, Associate Editor
FRANK A. POST, Associate Editor

PUBLICATION OFFICE, Insurance Exchange, CHICAGO
CINCINNATI OFFICE, 229 East 6th Street, RALPH E. RICHMAN, Manager
E. R. SMITH, Statistician; ABNER THORP, JR., Director Life Insurance Service Dept.

NEW YORK OFFICE, 75 Fulton St., New York; Telephone Cortland 1707;
GEORGE A. WATSON, Eastern Vice-President

Subscription Price, \$3.00 a year; in Canada, \$4.00 a year. Single Copies 15 Cents
In combination with the National Underwriter (Fire and Casualty) \$5.50 a year; Canada, \$7.50

Protecting an Estate Against Taxes

THE "Chicago News" had a story the other day that shows how an estate that was valued at \$500,000 had been nearly wiped out by taxes through a strange set of circumstances. The estate is that of Mrs. MARY E. HOY of Chicago.

Mrs. Hoy and her daughter Elizabeth sailed from New York, Feb. 17, 1917, aboard the "Laconia," bound for England, where Mrs. Hoy's husband, Dr. ALBERT HARRIS HOY, and a son, Arthur, had been living for a number of years. On Feb. 24 the "Laconia" was torpedoed. The two women found themselves in a life boat which was poorly handled and was smashed. Mrs. Hoy died in a short time and her body was allowed to drift away. The daughter died soon after. According to a will left by Mrs. Hoy, her estate went to her children. The daughter died intestate

and her share of the property passed to her brother and father. Six weeks later Dr. Hoy, shocked by the news of the tragedy, died of heart disease. Within those six weeks' time the estate had changed hands three times.

ARTHUR HOY, who had entered the British army, found that he had to pay English taxes as well as inheritance taxes in the United States. The residue was small after the tax payments. The estate was closed two years ago. It probably would have remained closed, but claims against the German government for indemnity for the death of Mrs. Hoy and her daughter are pending in Washington and a check of the tax payments has been ordered.

It is just such instances as these that go to show the value of life insurance to protect an estate where inheritance taxes are required.

Stabilizing of Business Concerns

RAYMOND G. CARROLL, writing in the "Public Ledger" of Philadelphia, calls attention to the fact that many millions of dollars are yearly displaced in business from the repugnance of heirs to the enterprises which produced their heritages. New York, he declares, is the prize center of such happenings. He says that withdrawals of capital either through death of partners or the marriage of heirs is a great handicap to business. Over in England, Mr. CARROLL points out, the tendency is to allow capital to remain in the business. If a man dies his surviving partners can usually depend upon the estate continuing in harmony with the business. Mr. CARROLL says that this accounts for the stability of British firms.

On the contrary, in the United States he shows that almost the first act of the heir or heirs is to hire a lawyer and get what cash is coming to them. As he puts it, "that many businesses have managed to survive the drain of the parting capital and go on is indeed remarkable. Some partners insure each other against just such contingencies. The majority do not."

He cites many instances where the death of partners meant that the dependents immediately demanded their

share in cash. The money is withdrawn from the business. It means a sudden withdrawal of capital. Many concerns either collapse or slowly fade out of existence.

Mr. CARROLL thus presents one of the strongest arguments for partnership and business insurance. It certainly is true that in our country the death of a business man or one who has capital invested in an enterprise usually results in the heirs drawing this share in cash and allowing the surviving partners or stockholders to continue as best they can. Life insurance is needed to assure the permanency of a business or corporation. It enters as one of the greatest factors in helping a business to survive. At this time, when business itself is being subjected to so many depressing influences, life insurance is needed more than ever to stabilize it. If stockholders and partners realize that regardless of the death of any one in a concern it can survive through the creation of a sinking fund to liquidate the shares of those that desire to withdraw there will be a sense of permanency in mind. It will encourage everyone interested in an enterprise to go forward feeling that the death of even the most important person will not seriously affect it.

Argument for Old Age Pensions

OUT of 1,278 death claims paid by the CONNECTICUT MUTUAL last year, 837 were on lives of persons who arrived at their 60th birthday. In other words, 65 percent had passed 60 years of age. It is interesting to see that 42 of these claims were paid on deaths occurring at

90 years of age or over. This is a splendid argument for selling old age protection insurance. Many agents today are driving home the necessity of preparing for one's old age as well as protecting dependents. A few statistics of this kind prove advantageous in solicitation.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Dr. Hubley R. Owens, medical examiner of the Philadelphia office of the Mutual Life of New York, is a real, honest-to-goodness hero and was recently publicly commended by Director of Public Safety Cortelyou. In addition to being examiner for the Mutual Life, Dr. Owens is also police surgeon of Philadelphia. Several months ago a negro by the name of Alabama Joe went insane, killed several people and then, fortified in a shack, battled the police for a number of hours. Dr. Owens, although exposing himself to the negro's fire, led the attack and managed to smoke him out with sulphur fumes.

H. H. Motter, formerly general manager of the Bankers Life of Olathe, Kan., recently reinsured by the Bank Savings Life of Topeka, and receiver for the Bankers during its liquidation, has been appointed United States internal revenue collector for Kansas, one of the big political plums of the state. Mr. Motter has been prominent in Republican politics in Kansas and served as chairman of the Republican state central committee during the campaign last year. He had good offers from several life insurance companies after the sale of the Bankers Life, but turned them down.

The Public Life has now started work on moving the buildings at the corner of Washington boulevard and Sheldon street, Chicago, where its new home office will be erected. It will be three stories high, built of Bedford stone, and the cost will be about \$250,000, exclusive of the ground. The first floor will be occupied by the agency accounting room and the quarters of the chief officers. The general working department of the clerical force will be on the second floor, where will also be a rest room for women employees, dining room, etc. The third floor will be agency headquarters. It will also have an auditorium for school of construction and lectures. The company expects to occupy its new quarters about Nov. 1.

C. L. Miller, second vice-president and agency manager, National Guardian Life of Madison, Wis., is leaving his executive position to take a general agency contract with the company at Madison. Mr. Miller has always produced a good strong business and desires to give all his time to the production end of life insurance.

Alfred Mac Arthur, home office general agent of the National Life U. S. A., and known to some as "The Edgar Allen Poe of La Salle Street," got into the public prints the other day when the Chicago "Herald-Examiner" in its theatrical column, quoted him as saying in reference to life insurance men:

An insurance man is the third grave digger that never got into Hamlet. An undertaker is whispering in on rubber heels, lively alongside him. The embalmer comes in when the worst has come and gone, rubs his hands, smiles and reminds them that this, too, will pass. But a life insurance agent goes up to them in cold blood and good health and sits down beside them like a death's head to remind them that the cup is about to be turned bottom up.

The Berkshire Life will celebrate its 70th anniversary month in May and at that time the agents will put in some hard licks to make it the most notable month in the history of the company. The Berkshire was incorporated in May, 1851. It was first known as the Berkshire County Mutual Life. In 1855 it changed its name to its present title. The Berkshire is a good, substantial, conservative company. It has never pushed hard for business. It has always stood for the best in life insurance. William D. Wyman, the president, is typical of the company, in that

he believes in solidity and dependability as the basic principle of life insurance.

Clinton Davidson and William Colgan of Louisville, appointed general agents of the Connecticut Mutual for western Kentucky, to succeed William H. Harrison, who has become assistant superintendent of agencies, are doing some excellent work. Both men are natives of Kentucky and have a splendid knowledge of the field.

Carl Wilde has resigned as deputy insurance commissioner of Indiana to become director of service for the public service commission. He is succeeded in the insurance department by S. A. Coulter, who has been chief clerk. John D. Williams, an examiner of the department, has also resigned to become director of the clerical force of the state highway commission.

H. E. Mayer, manager of the Missouri State Life at Wichita, Kan., is credited by the company with having closed more group cases than any other agent in its field force. Mr. Mayer has been a constant and steady producer of group business ever since the organization by the Missouri State of its group department. He finds that through group insurance his circle of clients is widened, an entree is gained to solicit regular life insurance from the heads of firms and employees of the firms he has closed, and that the advertising gained from the closing of these cases has been greatly to his advantage in his community and in the surrounding territory.

At the annual election of officers at the Pan-American Life, Fisher E. Simmons was elected as assistant secretary. He is the son of Vice-President E. G. Simmons. The son has been in the field and therefore is in close touch with soliciting problems.

Herbert N. Laffin, assistant counsel of the Northwestern Mutual Life, Milwaukee, spoke on "American Ideals" before a gathering of members of the Episcopal church at Oshkosh, Wis. Mr. Laffin has been requested to deliver this address to a large number of organizations. His plea is for a continuation of the kind of Americanism that won the war against the menace of radicals which has grown to an alarming extent in recent, post-war times.

At the recent agency convention of the Pan-American Life of New Orleans, special recognition was shown to Robert M. Gamble, state manager for western Tennessee and eastern Arkansas.

Mr. Gamble earned this special recognition by virtue of being the company's largest personal producer. His average production of new business runs considerably beyond the \$1,000,000 mark, and the renewal record of his personal business and the business of his agency runs considerably above the average. The Pan-American regards Mr. Gamble as one of its most capable representatives.

Hobart & Oates, Chicago general agents for the Northwestern Mutual Life, gave their annual dinner to the members of their agency Monday evening.

The winners of honors in the efficiency test for the year just closed were announced. First place was won by Ed. J. Faltysek, second by A. A. Cohn, and third by Ben H. Badenoch. M. J. Cleary, vice-president, George E. Copeland, superintendent of agencies, and Dr. J. W. Fisher, medical director of the company, were present and gave talks.

Vice-President Clifton Maloney of the Philadelphia Life on Monday addressed a special meeting of the home office Plico Club on "Inheritance Tax as Applied to Life Insurance."

INSURANCE OUTLOOK AS SEEN BY BURNET

(CONTINUED FROM PAGE 3)

about 20 percent less. And that saving will carry, at the average age, \$17,500 of endowment insurance (nonparticipating), which pays \$17,500 cash to the owner at age 65, or to his family if he should die before he collects the \$17,500 himself.

"At ages above 35, the amount would be somewhat less, but at the younger ages it would be even more than \$17,500, running up to nearly \$30,000 at age 21.

"Thus the mere saving in the cost of living of the average family can be converted into a small fortune. And lots of them are going to do it when the life insurance man finds a way to bring it clearly and forcefully to their attention.

Where Business Must Come From

"In our own organization we have a number of men who are not only keeping pace with last year, but are exceeding it. They are the ones who have found out how to adapt themselves to changed conditions. They are working in a different way and concentrating their efforts on a different class of prospects. They are going after the people who have suffered least from the fall in prices or who have actually profited by it. Such people, for instance, as lawyers, doctors, dentists, bank cashiers and employees, postmasters and government employees, state, city and county officials and employees, including school teachers and the like.

"Then they have supplemented those prospects with others drawn from the more intelligent business men and farmers who have suffered severe losses, many of whom are quite ready to recoup themselves with life insurance when it is pointed out to them that they can protect their estates temporarily with term insurance at trifling cost, and that through endowments they cannot only protect but also create a sinking fund which, whether they live or die, will make good the shrinkage in their net worth.

Must Meet Changed Conditions

"Let us frankly admit that it is not as easy to write life insurance now as it was a year ago. But let us also remember that intelligence, coupled with extra effort, will enable the best type of insurance men to so adapt themselves to the changed conditions as to keep their production from falling so very far below their previous high records. In every company there will be many who will do even better than they did before because it so frequently happens that the effort to overcome obstacles releases a store of energy and ingenuity whose existence had been little suspected.

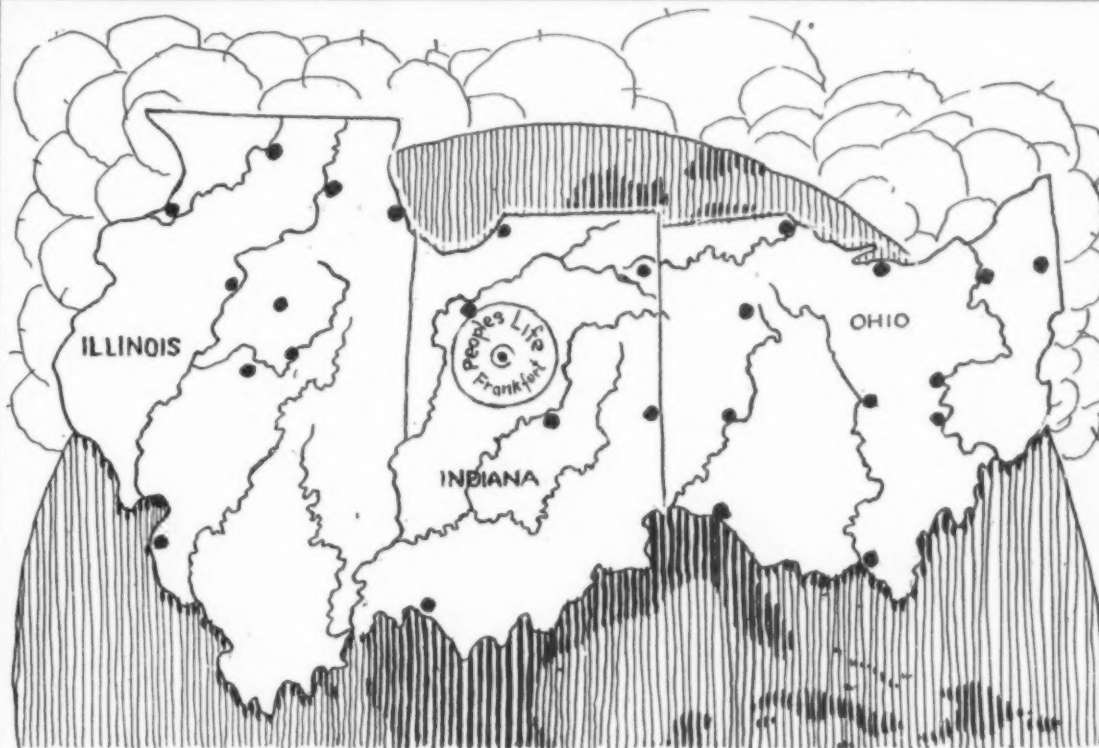
"There is a steadily increasing supply of good men who can be interested in life insurance work. This increase in the supply of good men should enable the companies to offset, to a large extent, the decrease in the production of the average solicitor due to the greater difficulty of getting business. Just how far one factor will balance the other remains to be seen, but the increased supply of agency material is bound to have its effect in checking the fall in total production.

Situation Summarized

"On the whole, then, it seems to me that the total production of the companies, and the production of the average solicitor are likely to be reduced.

"But the more adaptable—that is, the more intelligent—life insurance men should find it possible to keep their production from falling so very far below that of the boom period; some will do even better.

"Finally, the increasing supply of good men available for life insurance work should enable the companies to offset, to a considerable extent, the reduction in the average production of the individual representative."



An Advantage With the Peoples Life

The advantage of being close to the home office cannot be overlooked in the life insurance business. Nearly every company is able to develop the territory near its home office to a greater degree than more remote territory.

It is therefore an advantage to consider that an opening in the life insurance business places you in a community near the home office, where prompt service is possible.

This, then, is an added advantage of the opportunity being held open to you by the Peoples Life. We want a district or general agent in every county in Ohio, Indiana and Illinois, within 150 miles of Frankfort.



PEOPLES LIFE
Insurance Company
Frankfort, Indiana

CAPITAL, \$200,000.00

A company born in the West,
built for western people,
by western men.

GOOD AGENTS WANTED

Originators of the
"Multiple Option" Policy,
a three-in-one contract.
A good policy for the
live wire.

Progressive In Its Ideas



Conservative In Its Management

STEPHEN M. RABBIT, Pres.

HUTCHINSON, KANSAS

AMERICAN NATIONAL INSURANCE COMPANY

W. L. MOODY, JR., President

OF GALVESTON, TEXAS

Life Insurance in Force
Over \$145,000,000
December 31, 1920

**SPLENDID TERRITORY AND ATTRACTIVE
CONTRACTS. GOOD OPPORTUNITIES IN**

Alabama
Arkansas
California
Florida
Georgia

Kansas
Kentucky
Louisiana
Mississippi
Missouri
Texas and Virginia

New Mexico
North Carolina
South Carolina
Oklahoma
Tennessee

For information regarding them write to

C. S. HUTCHINGS
Agency Mgr.
Ordinary Dept.

W. J. SHAW
Agency Mgr.
Industrial Dept.

More Than 1 1/4 Million Policies Now In Force

Only four other life insurance companies in America have more policy contracts in force than this Company. A study of the following growth in ten years is invited:

	Jan. 1, 1911	Jan. 1, 1916	Jan. 1, 1921
Assets	\$ 5,614,764	\$10,279,663	\$ 22,885,957
Policies in Force	371,106	613,615	1,277,277
Insurance in Force	49,245,028	89,596,833	251,594,364

Attractive opportunities open to agents in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, Michigan, Illinois and Missouri.

The Western and Southern Life Insurance Co.

W. J. WILLIAMS, President CINCINNATI, OHIO

Organized February 23, 1888

MUST HAVE AGENTS TO SELL LIFE INSURANCE

Report of Teachers Insurance &
Annuity Association Offers
Good Illustration

WHAT ONE SALESMAN DID

Placed More Business in One School
Than Association Had, and at
a Higher Rate

NEW YORK, April 26.—According to the newly issued report of the Teachers Insurance & Annuity Association of America, an organization formed and directed by the Carnegie Corporation, its outstanding insurance on the last day of 1920 totaled \$3,356,747. Upon the date named "there were in all 949 persons holding 1,207 insurance or annuity contracts with the Association, of whom 395 held insurance contracts only; 466 annuity contracts only, and 88 holding a combination of the two." Its assets aggregated \$1,259,890, with a net surplus of \$541,986. The Association employs no agents for the solicitation of risks, depending entirely upon its circular matter to interest members of the teaching profession in the purchase of its policies. This comment of its management with respect to agents will be of interest to field men and insurance company executives:

Comment on Experience

"It is an accepted principle of the insurance business that no great company of policyholders can be gathered together except through personal solicitation by agents. Probably this is true, although it is not entirely clear whether the same amount of money invested in agents might not have been as effectively used to educate the body of people to their duties in the matter of insurance. Be this as it may, no great body of insured have ever been gathered into a company except by constant solicitation and persistent urging. For all of this the policyholder pays. It has been a common exercise of the reflective economist to compute the annual tax which Americans, for example, impose upon themselves by reason of the fact that they will not take out life insurance except under the pressure of the agent.

"The Teachers Insurance & Annuity Association is engaged in the interesting experience of determining how far, with a special group, of highly intelligent people, the duty of insurance and of old age protection can be made a customary feature of the economic life of the group. Fortunately the Association does not have to deal with the difficult problem which confronts the commercial insurance company. While the Association makes its contracts with the individual teacher, nevertheless its operations are conducted in institutions in which groups of teachers are gathered together, so that it is possible to bring before the members of the group the advantages and the obligations both of insurance and of old age protection.

Personal Solicitation More Effective

"That in the long run the great advantages of the policies offered by the Teachers Insurance & Annuity Association will be realized by teachers is a matter of little doubt. Wherever a group of policyholders is formed, they become in a sense the agents of the Association, and out of their own experience are able to show the advantages of its policies. Nevertheless, it will remain true for many years that, even among groups of teachers and notwithstanding the evident advan-

tages which the teacher enjoys in having access to the Association's policies, the agent of the commercial company will oftentimes be able to sell his wares more successfully by personal solicitation than the Association can do by a mere presentation of the facts on the printed page.

One Agent's Successful Work

"This was illustrated recently in an interesting way. In one of the large universities which, for more than a year, has been using the annuity contracts of the Teachers Insurance & Annuity Association, and in which a considerable number of professors had already taken out insurance policies as well, an agent of a commercial insurance company requested permission to canvass the faculty in the interest of his company. This permission was given, as a matter of course, but an officer of the institution added: 'It is entirely unlikely that you can get any business among our professors, because they can get any form of insurance they desire from the Teachers Insurance & Annuity Association at much less cost than your insurance company can offer them, and they are fully aware of that fact.'

"Can't Compete With Agent"

"The agent smiled pleasantly, but expressed his confidence that, notwithstanding this difficulty, an experienced and well-trained agent could place his wares, and he intimated his belief that he could place more insurance and at higher rates in his own company than had been taken out in the Teachers Insurance & Annuity Association. The event proved the soundness of his judgment. Being an active and energetic man and a plausible talker, he was able to place in a short time a large amount of insurance for his company with men who had every reason to know that this same insurance could be bought at a lower cost through the Teachers Insurance & Annuity Association. In a word, it is impossible to compete by the printed page with personal solicitation by the agent, unless the man to whom the agent presents himself will give enough time and thought to the matter to understand the simple principles upon which insurance and old age annuities are sold; and few men, even among teachers whose financial interests are so directly affected, take the brief time necessary to acquire this knowledge."

That life insurance has attained the proportions it has in the United States is due almost wholly to the activity of the well disciplined agency staff each company employs. The amount of business that would be secured without the aid of solicitors may be inferred by the experience of the Postal Life of this city, which employs no agents, depending entirely upon magazine and other forms of advertising for the sale of its policies. As a result the company's total writings in any one year do not equal that of any fair-sized agency. The Equitable Life of London, one of the oldest life insurance companies in existence, supplies another example of the folly of not employing solicitors. The annual writings of this much respected institution are trifling compared with that secured by even the smaller of the American offices. Despite the manifold advantages of life insurance it has been demonstrated again and again that the average man will not take out indemnity without hard, intelligent and persistent urging, and without the work of the industrious agent the amount of business that would be written would be but a fractional part of that now secured. Despite the attitude of the Teachers Insurance & Annuity Association, there is not the slightest chance that companies will dispense with their agency staffs; indeed the tendency is altogether in the other direction, for late reports maintain that some of the conservative British offices are even now reforming their production methods along the lines so successfully employed in this country and in Canada for many years.

DOES NOT LIKE FRILLS**COMMENT ON MODERN RIDERS**

Northwestern Mutual Life Gives Some Observations on the Latter Day Riders on Policies

MILWAUKEE, WIS., April 27.—The Northwestern Mutual Life has never been friendly to the total and permanent disability clause, double indemnity and the like. It is a believer in old-fashioned life insurance without many frills. The Provident Life & Trust and the Mutual Benefit Life are the only two big companies that have never taken on the modern frills. In the current issue of its agency bulletin the Northwestern Mutual makes a very frank statement regarding these policy provisions and riders. It says:

A few short years ago considerable discussion resulted from the use, by one or two small life insurance companies, of a policy provision or rider by which the company agreed to waive premiums to a policyholder in the event of total and permanent disability. There was undoubtedly some merit to the scheme, as theoretically it was another means of cutting down lapses and assuring the continuance of insurance protection until death or maturity.

Used as Competitive Measure

Many companies recognized the reasonableness of the disability premium waiver, from this angle, and adopted it. Others, and we fear the greater proportion by far, embraced the plan principally because of the supposed sales value or because the agency force of that particular company thought it couldn't successfully compete against the provision in the policies of other companies.

In the course of a few years the affect of these initial injections of "something new" began to wear off. When the public becomes accustomed to something and all or nearly all your competitors have the same thing, it is hard to arouse very much spontaneous enthusiasm over it.

Payable in Installments

Along came some company, we forget which particular one, and scored by putting out something brand new in the disability line. The waiver of premium clause was all dressed up in new clothes and bold faced type. It provided for the payment of the policy in installments upon proof of total and permanent disability.

The same old story was repeated. The old hypodermic needles were brought out, polished up, and each agency force was given a "shot in the arm," consisting of installment disability features.

The pace now quickened. In rapid succession companies played "follow the leader," with the leader frequently changing. Installments became disability annuity payments, leaving the policies intact. Travel indemnity features crowded in for a share of attention and these in turn became double indemnity provisions, thus bringing into life insurance another uncertain element, as to amount, where before the certainty of the amount and the definiteness of the time of payment had been so much emphasized.

Temporary Disability Plan

Recently the trend has been toward disability that is not necessarily permanent. The latest and most fashionable disability provision stipulates that payments will start immediately upon proof of total and permanent disability, but if the disability is not permanent, but is total, and continues for three months, payments will be made until the policyholder recovers.

What is the next step? How long will the latest stimulant stimulate? The human mind is a wonderful organism, and the inventive streak is strong in our present day development. He would be a brave man indeed who would dare predict that disability and double indemnity have reached the ultimate development. To the observer who is outside looking in, it would seem that accident and health insurance are expectantly reposing at the end of the rainbow, and that business has almost infinite possibilities for novelties and vari-

OUTLOOK FOR THE YEAR**LIFE INSURANCE SITUATION**

Assistant Superintendent of Agents Gray of Connecticut Mutual Gives His Impressions

Assistant Superintendent of Agencies Harry F. Gray of the Connecticut Mutual Life, in speaking of business outlook so far as life insurance is concerned, says that the people are being impressed as never before as to the real value of life insurance and its substantial guarantee. They see that life insurance is a non-shrinkable security. The federal estate and the state inheritance taxes are being felt more and more as a burden to be discharged in whole or in part by life insurance. Mr. Gray says that life insurance is now being looked upon as a form of saving that is sure to create an estate of real value. The cost of life insurance has not advanced but is just the same as it has been for years. He said that agents should not overlook the fact that the buying power of the public is ample for the purchase of all necessities and life insurance must be regarded as a necessity. One thing that has helped life insurance considerably is the advertising that banks and trust companies have done in which favorable mention has been made of life insurance.

In speaking of business conditions, Mr. Gray said that there is more optimism abroad and people have their feet fixed more firmly on the ground. Money is undoubtedly easier. Mr. Gray said that the business of the Connecticut Mutual shows real signs of improvement. Larger applications are being received and a larger number are being sent in each day. Lapses are not so heavy. Compared with 1919, the Connecticut Mutual shows fine gains for 1921.

ations, as the present day accident and health people know.

Are These Features Valuable?

But, you ask, haven't these features been of tremendous value to the policyholders, and haven't they served to keep the sale of new business at peak figures, thereby benefiting all concerned?

These questions cannot be answered definitely. Many of those who know will shrug their shoulders and remark: "Well, the novelty has worn off a bit and of course the policyholder does pay well for all he gets. We didn't realize these features were going to go so far, but competition is forcing us on." Then, too, the records of such companies as the Northwestern are illuminating. Our production of new business, our "repeat orders" from old policyholders, our lapse rate, the high average new policy and our dividends have all stood up pretty well as compared with the "progressives" who are still "developing" the disability and double indemnity features.

Langmuir in Northwest

Charles H. Langmuir, assistant superintendent of agencies of the New York Life, during the past week made a special trip through Wisconsin and other northwestern points. While in Milwaukee the branch office heard an address by Mr. Langmuir, attended by 55 members. Samuel O. Buckner, inspector of agencies of the northwestern department, presided. A luncheon was given in Mr. Langmuir's honor. La Crosse also held a meeting, 30 agents hearing the address. Mr. Langmuir also addressed agency meetings at St. Paul, Minneapolis, Duluth, Grand Forks and Winnipeg.

The Cincinnati Life Underwriters' Association will attend one of the Billy Sunday revival meetings in Cincinnati this week in a body. It is expected that when they are present, Mr. Sunday will have something to say about life insurance.

Public Life Insurance Company

Incorporated As a Stock Company Under The Laws of the State of Illinois

Capital, \$500,000.00

Ordinary and Industrial Insurance Issued at All Ages From One to Seventy

ALFRED CLOVER

General Manager, Chairman Board of Directors

LOUIS NAROWETZ, President

J. W. SINGLETON, Secretary

**WILLIAM SCHAARE, M. D.,
Chairman of the Medical Board**

HOME OFFICE:

108 South La Salle Street

CHICAGO

ILLINOIS

Business Is Good With Us

New business for the first two months of 1921 shows a total of over

\$20,000,000

as compared with a total of

\$14,000,000

for the first two months of 1920

BANKERS LIFE COMPANY

DES MOINES

GEO. KUHN, President

QUALITY INSURANCE—CHARACTER SALESMEN

Wanted—Specialty Salesmen—Wanted

Any Sure Enough Salesman, who has the proper Intestinal Equipment, who is "Four Square" and willing to work; can make not less \$20,000.00 per year helping us to continue the breaking of all Life Insurance records. Great opportunity for the men who can qualify!! From May, 1919 to May, 1920, Twelve months—one year—we wrote Ten millions Life Insurance. How? Let us tell you. We have the plans; we furnish the leads. If you can qualify, write or wire.

THE LIBERTY LIFE INSURANCE COMPANY OF KANSAS

TOPEKA, KANSAS

CLAUSE IS SUSPENDED**IMPORTANT DECISION IS MADE****Illinois Supreme Court Passes on the
Statutory Incontestability Pro-
vision in Life Policies**

The Illinois Supreme court rendered a decision last Thursday involving the statutory incontestability clause, the case being Gordon A. Ramsay, public administrator, against Old Colony Life, appellant. The Old Colony in September 1916 issued a policy on the life of Adam Kleveczka for \$2,000. It contained a one-year incontestable clause. The assured died on April 13, 1917. An administrator was appointed July 19, 1918, who brought an action on the policy November 7, 1918. The plea of the defendant was filed May 12, 1919, alleging that the assured had made false answers in his application. He died of delirium tremens and it was

shown in the application that he made false answers as to his use of intoxicants. The circuit court found for the administrator and this was upheld by the appellate court.

Language of the Clause

The court states that the decisions have been substantially unanimous, holding that the language of the clause admits of no reasonable construction other than that a company reserves to itself the right to ascertain all the matters and facts material to its risk and the validity of its contract for one year. If within that time, it does not ascertain all the facts and does not cancel and rescind the contract, it may not do so afterward upon any ground then in existence. The effect of the stipulation in the policy is not to prevent the insurer from annulling the contract upon the ground of the fraudulent representations of the insured but its practical and intended effect is to create a short statute of limitations in favor of the insured within which limited period the insurer must, if ever, press the validity of the policy.

The Old Colony contended that the right of the party becomes fixed by the death of the assured; that a cause of action accrues at that time and that if a policy is then contestable, it remains contestable no matter when suit may be brought to enforce it.

The court says: "It is true that the cause of action upon the policy accrues upon the death of the assured and the policy then becomes payable according to its terms, but the terms of the contract are not changed by the death of the insured. The right to contest the policy does not thereby become an absolute, unlimited right but it is still controlled by the provision of the contract that it must be exercised within one year from the date of the policy. The company is not relieved from the obligation of its contract to ascertain all the facts material to its liability and cancel or rescind the contract within that time or be barred thereafter contesting the liability. The death of the insured neither enlarged nor abridged its right."

The court further said: "The right of the company to defend against the

policy is no greater than the right of the beneficiary to collect the money and either right may be lost by mere lapse of time, the latter by virtue of the statute of limitations, the former by the limitation established by the contract. The rule in regard to the construction of ambiguous language has no application. The language is not ambiguous. It admits of no reasonable construction, as the courts have said in numerous cases, other than that the company may have one year and no more for investigation of the questions material to its risk. If it does not within that time either as plaintiff or defendant contest the policy, it cannot do so afterwards."

Provision Was Suspended

Speaking still further the court said: "The death of the insured within the year did not remove the contractual limitation upon the right of the company to contest its liability on the policy, but the fact that without the fault of the company, there was no party in existence against whom it could begin suit, and that it had no power to have an administrator appointed for that purpose, suspended the operation of this provision until an administrator was appointed."

Too Much Time Lapsed

The court says: "When the assured died on April 13, 1917, seven months of the year after the policy was issued, had elapsed. The administrator was not appointed until July 19, 1918. After that there was nothing to prevent the defendant contesting its liability on the policy. Suit was begun against it November, 1918, but it filed no plea denying its liability upon the policy until May 12, 1919, nearly ten months after the appointment of an administrator, and excluding the time during which it was prevented from bringing suit by reason of the failure to appoint an administrator, nearly 17 months after the date of the policy. The plea alleged that knowledge of the falsity of the answers did not come to the defendant until July 1, 1918, but there were several months after its discovery of the fraud and after the appointment of the administrator before the expiration of the year in which it might have filed a bill to cancel the policy. It failed to do so and by its neglect permitted the incontestable period fixed by the policy, even under the construction which we have given it, to lapse. It was therefore barred by contract from making the defense it sought to make and the demurrer to the plea was properly sustained."

Actuarial Society Meeting

The annual meeting of the Actuarial Society of America will be held at the Hotel Astor, New York, May 19-20, the annual dinner taking place on the evening of the 19th. The schedule of lectures to be given during 1921 and which are intended to assist those planning to take the fellowship examination is as given below, the lectures to be held at the office of the society, 256 Broadway, New York:

May 11—J. F. Little, Office Premiums; Henry Moir, Sources and Characteristics of Mortality and Disability Tables; F. H. Johnston, Changes in or Surrender of Policies.

May 12—H. H. Wolfenden, Construction of Mortality Tables and Graduation of Mortality Tables.

May 13—Arthur Hunter, Selection of Risks; Henry Moir, Valuation of Company Liabilities.

May 14—W. M. Strong, Insurance Law; J. D. Craig, Life Insurance Accounts.

May 16—W. A. Hutcheson, Analysis and Distribution of Surplus; J. S. Thompson, Pension Funds.

May 17—J. S. Thompson, Elements of Banking and Finance; C. S. Forbes, Accident and Liability Insurance; W. I. King, Group Insurance; A. H. Mowbray, Workmen's Compensation Insurance.

May 18—R. V. Carpenter, Industrial Insurance; S. Milligan, Sickness Insurance; A. A. Welch, A. M. Collins, Theory and Practice of Investing Company Funds.

AMERICAN CENTRAL LIFE

Insurance Co.

INDIANAPOLIS, IND.
Established 1899

HERBERT M. WOOLLEN
PRESIDENT

COL. TRAVIS' POSITION

INSURANCE AND STOCK SALES

Kansas Superintendent Rests on Attorney General's Ruling That Plan Is Legal

TOPEKA, KAN., April 26.—A life insurance company, organized in Kansas and declared to be legal in every respect by the state's legal department, is going to have the same consideration as any other life insurance company operating in the state. That is the attitude of Superintendent Travis. There are now four life companies organized and operating under what is regarded by many life underwriters as an improper plan for the sale of life insurance and the promotion of the company. These companies sell stock and life insurance at the same time, and the part of the premium saved in the incomplete coverage is used to pay for the stock.

"I hold no brief for these companies," said Col. Travis. "My attitude is that if the companies are legally organized and transact the business properly that it is my duty to supervise them and give them the same consideration that I am expected to give to all other companies.

Doubtful About Plan at First

"When the first of these companies was organized I was doubtful of the plan being legal. The attorney general of Kansas is a member of the state charter board, a member of the blue sky board, which passes on the sale of all securities, and he is also the legal advisor of this department. The charter board passed the charter of these companies and it has approved the plan of selling stock. When they came to me for a certificate of authority and I submitted the question to the attorney general I was given an official opinion that the companies were organized legally and had a legal right to transact business according to the plan submitted. There was nothing for me to do but issue the certificate.

"Two of these companies which have been in business over a year have been examined and their business appears in fine shape. Another is to be examined shortly. The records of these companies show them to be in first-class condition."

Politics in Fight

Some of the old-line insurance companies have recently carried on an active fight against the four Kansas companies because of the plan of selling stock and life insurance under the same contracts. Some of the companies now do not use the plan of grading the values of the policies for certain periods.

There is considerable politics mixed up in the organization of these companies and in their activities. Each of the companies has several high political personages connected with it and the promoters have been careful to secure persons of considerable local political prominence in the different communities where the companies were specially active. The political activities of these companies may be of considerable importance to other life insurance companies.

Robertson Law Proposed

During the recent legislature the four Kansas companies presented to the legislature a bill which would put into effect in Kansas what is known as the Robertson law in Texas. It requires that all life companies maintain a part of their reserves in Kansas securities and deposited with the Kansas department. The bill did not get beyond the senate committee on insurance, but political pressure could be brought to secure the enactment of the law and even of other legislation aimed directly at the insurance companies which may be fighting the Kansas companies.

Agency Opportunities

in

Arizona
California
Colorado
Illinois
Indiana
Iowa
Michigan
Minnesota
Montana
Nebraska
North Carolina
North Dakota
Ohio
Oklahoma
Pennsylvania
South Dakota
Texas
Utah
West Virginia

Well Said, Indeed

"The purpose of efficiency is to attain a maximum of human contentment," one of our foremost philosophers has said.

It follows that the life insurance salesman who attains the largest results in the most efficient way is most contented with his work.

This contentment is promoted by the prompt and expansive service of The Lincoln National Life Insurance Company. Its quick issuance and delivery of policies gives contentment for all who deal with the Lincoln Life. Its acceptance of risk on 99 percent of applications submitted, and with safety which has given a remarkably low mortality ratio for the past fifteen years, also promotes this fine satisfaction.

Because of the contentment which the progressive service standards of The Lincoln Life afford, it pays to—

LINK UP WITH THE LINCOLN

The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building
Fort Wayne, Indiana

Now more than \$170,000,000 in Force



ILLINOIS LIFE INSURANCE CO.
CHICAGO
 JAMES W. STEVENS, PRESIDENT

**GREATEST
 ILLINOIS
 COMPANY**

**WANTS GOOD MEN
 AND
 WILL PAY THEM WELL**

Insurance in force ^{more} than \$128,000,000

THE INCONTESTABLE CLAUSE

Legal Points Raised by Old Colony Case in Illinois

BY JOHN R. McFEE

IN a recent issue of THE NATIONAL UNDERWRITER, an extended account was given of a case against the Old Colony Life, pending in the supreme court of Illinois. The question turns on the construction of the clause in the policies of most companies, to the effect that the policy is incontestable after the payment of the second premium. While, as I understand it, the general conclusions as to the law are stated correctly in the article referred to, yet the entire meaning of the case and of the Monahan decision quoted in the article is not accurately stated. The concluding sentence in the black heading of the article, "in other words, it will mean that all policies will be contestable from date," does not seem accurate. What was probably meant was that all policies would be practically incontestable. This, however, is scarcely correct.

Representations and Warranties

Statements made over the signature of the applicant in the application are usually construed to be representations and not warranties. A representation differs from a warranty in that a representation purports to be true but admits possibility of error. A warranty is a guaranteed representation, as I understand it. So, for a representation to taint a transaction, it must work an actual fraud, and such fraud assumes the knowledge or connivance of the one making the representation. A warranty makes a statement actually false when vital to the issue fraudulent per se. Whether the warrantor knew or did not know its truth, the transaction consequent on it becomes fraudulent if predicated in part

or entirely with falsehood. Now fraud vitiates everything. Unless barred by limitations, it is always a substantive defense. Theoretically there is always a substantive defense to fraud.

Has a Double Aspect

The incontestable clause in the policies has a double aspect. First, it is a representation for a period. Hence, on discovery of an actual fraud consequent upon it, affirmative action within the time period is imperative if the insured be alive. The second effect of the incontestable clause may be stated, I submit, thus: While it is never competent to contract against fraud actually, because fraud always vitiates, yet it is competent to contract for a limitation of time in pleading the defense of fraud.

The statutes of limitations give defendants a plea in abatement, distinguishable from a plea in bar going to the merits of the cause of action. Of course, the plea of limitations may have the effect of a plea in bar. It must always be specially pleaded and when so pleaded is always strictly construed. It may be waived by contract, expressed or implied, or by estoppel. It is never, however, a plea to the merits.

Contractual Period of Limitations

The incontestable clause as it affects fraudulent defenses really creates a contractual period (in effect it is a statute) of limitations. So when the death occurs and action is brought after the period of limitations, naturally the one year period—if this be the limitation period of the incontestable clause—has expired. Such a case is the converse of a suit within the statutory limi-

YOUR CHANCE FOR SUCCESS

will be best—when you have behind you a Company so officered and organized that it assures active, intelligent and continuous cooperation in both the little and the big things that go to make success possible:

—when you have the best possible "working tools", complete coverage policies; simplified and freed of restrictions, and when you are associated with an experienced management that has understanding and sympathy for your problems; that stays with you and helps you work them out.

In six of the BEST and most solidly prosperous states of the Union you can connect with a Company that supplies these tools and gives you this backing.

Write TODAY to

**NATIONAL FIDELITY LIFE
 INS. CO.**

SIoux CITY, U. S. A.

Iowa — Neb. — So. Dak. — Minn. — Okla. — Texas

tation period. But just as statutory limitations cannot be pleaded until the expiration of the statutory period, and then must be strictly pleaded, to the exclusion of waiver, so the contractual limitation period of the incontestable clause creates a right to plead in abatement of the action. It must be strictly pleaded within the time period of the limitation.

Companies' Rights Two-fold

So I conclude that the rights of the company under the incontestable clause are two-fold:

First, by a bill in equity to cancel the policy, brought within the period and based on false representation resulting in actual fraud.

Second, a defense in the nature of an abatement pleadable within the time period only.

So I do not regard the Monahan case as enunciating any new doctrine. From my viewpoint, the chances are against the companies in the Ramsey case.

From an underwriter's viewpoint, I submit the companies should always contest against fraud, rather than compromise where fraud may be invoked. The protest of the contest should help the life insurance cause, because fraud taints medical selection. Honest policyholders have an emphatic interest not only in defeating but in discouraging fraudulent claims.

Extends Time of Payment

The Southern Life & Trust of Greensboro, N. C., is extending the days of grace for payment of renewal premiums owing to the present shortage of cash. The company says that in a good many cases it is found more convenient to arrange for an extension of the grace period to a certain definite date when the remainder of the premium with interest will be paid in cash. This particularly refers to farmers who must be taken care of until they can market their crops usually in October and November. For the benefit of these policyholders, the company is arranging for the extension privilege to be enlarged. As an alternative to the present arrangement, a policyholder may make payment within the regular days of grace at the interim monthly term rate for as many months as will expire before he is in position to pay the remainder of the premium with interest. This will be sufficient to carry the insurance. In any case this privilege should not run for more than 10 months from the premium due date.

Life Insurance in Canada

American life insurance companies in Canada last year received premiums of \$55,000,000, about 63 percent of all those paid to other than Canadian companies. Canadian companies, of course, got the big share of the new business written last year, having written \$397,519,766, against \$314,489,448 in 1919. Foreign (almost entirely American) companies came second with \$227,615,096 against \$192,649,319 in 1919, followed by British companies with \$14,976,038, as compared with \$10,724,872.

The total life insurance in force in the Dominion is given as \$52,657,037,219, which showed an increase of \$630,110,000 for 1920. Of the amount in force Canadian companies have \$1,664,348,605; foreign companies \$915,793,000 and British \$76,898,816.



CONTINENTAL LIFE INSURANCE COMPANY

Assets, \$4,135,569.33

Insurance in Force, \$36,000,000.00

Our Policy Forms Contain the Following Provisions: Double Indemnity for accidental death, Total and permanent disability benefits, Partial disability benefits, Surgical operation benefits, Annual dividends, Optional methods of settlement, Premium loans, Cash loans, Extended insurance, Paid up insurance, Cash surrender values, Insurance to cover policy loans, Installments certain-Participating, Installments continuous-Participating.

Very Attractive Agency Contracts to Reliable Men

JOHN W. COOPER, President

Kansas City, Missouri

WANTED

MANAGERS FOR IMPORTANT DISTRICTS IN OHIO — INDIANA — ILLINOIS — MICHIGAN

Guaranteed Low Cost Policies.

As Good as We Can Make Them.

Any one of the above is an absolutely first class opportunity. If your record is clean and you can furnish evidence of your ability as a Personal Producer, your application will be considered.

SECURITY LIFE INSURANCE COMPANY OF AMERICA

The Rookery, Chicago

O. W. JOHNSON, President

S. W. GOSS, Vice-Pres. and Agency Mgr

M.E. O'BRIEN, Pres.

"THE COMPANY OF SERVICE"

JAMES D. BATY, Sec. & Treas.

The Detroit Life Insurance Company

FOREST AND WOODWARD AVES., DETROIT, MICHIGAN

PYRAMIDS OF SUCCESS: Insurance in Force

December 31, 1911	\$1,729,970.00
December 31, 1913	\$4,051,150.00
December 31, 1915	\$7,199,500.00
December 31, 1917	\$11,750,811.00
Dec. 31, 1920	\$22,034,966.00

A fine opportunity for live agents to associate with a rapidly progressing company.



George Washington Life Insurance Company

Our 20 Pay Endowments at Ages 60, 65, 70 and 75, and our Monthly Income Coupon Bond Policies are growing in popularity. We are also writing all standard forms at low premium rates. A few attractive Agency openings are now available in the state of Ohio. For particulars address

C. B. BEAUMONT, State Manager, 2205 E. 83rd St., Cleveland, Ohio

The Companies That Stay Are the Companies That Pay

When a company has proven its staying qualities, as the Western Reserve Life Insurance Company of Muncie, Ind., has, the agent who desires to be a general agent can think favorably of that institution. Permanent success can only be attained through a permanent connection. The companies that stay are the companies that pay the representative in the long run.

WESTERN RESERVE LIFE INSURANCE CO.

J. H. Loeffler, Acting President

John W. Drago, Secretary

Harry H. Orr, General Counsel

MUNCIE,

INDIANA

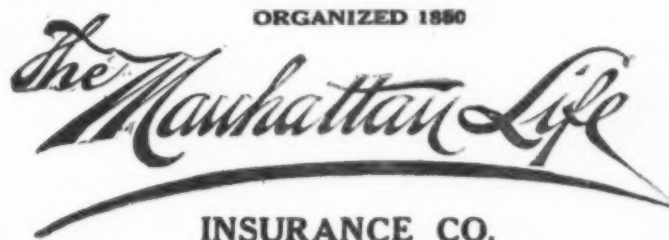
BUILD YOUR OWN BUSINESS

Under Our Direct General Agency Contract

Our Policies Provide for

Double Indemnity Disability Benefits
Reducing Premiums

SEE THE NEW LOW RATES



ORGANIZED 1880

66 BROADWAY

NEW YORK

Everything Is Guaranteed Nothing Is Estimated

Agents selling life insurance find it of distinct advantage these days to sell policies that carry absolute promises backed by the legal guarantee of the corporation.

The Indiana National Life Insurance Company

Indianapolis, Ind.

sells only nonparticipating insurance. It is bed rock life insurance with no frills or fancy adornments. It is the stuff that appeals to the people who want every possible dollar of protection they can buy for every dollar deposited as premium.

Our 1920 program is a progressive one that contemplates a vigorous and systematic campaign for business.

We have the policies and the agency contracts.

We have the home office equipment and territory.

We now need the men to carry the Indiana National banner into new strongholds backed solidly by the whole organization.

Last year was a banner year in life insurance. This year will be a still better one.

Address **C. D. RENICK, President**
INDIANAPOLIS

Open Territory for Illinois, Indiana and Michigan, with contracts that will interest you

The Guardian Life Insurance Company of America

Established 1860 Under the Laws of the State of New York

Outstanding results for 1920, the greatest year in the Company's history.

New Insurance paid for	\$ 46,490,818
Insurance in Force	228,620,496
Increase in Insurance in Force	28,392,951
Assets	60,720,151
Liabilities	55,695,923
Surplus and Dividend Fund.....	5,024,228

The past year was notable for further development of the Guardian's comprehensive plan of agency co-operation.

For information regarding the opportunities available in the agency organization of this Company to men who can measure up to them, address

T. LOUIS HANSEN, Vice-President
50 Union Square, New York

THE FARSEEING AGENT KNOWS

that his
abilities linked
up with the
policies of

John Hancock
MUTUAL
LIFE INSURANCE COMPANY
of BOSTON, MASS.

The demon-
strated values
offered your
prospect
WILL GAIN HIS
CONFIDENCE.

MUST WIN ALL THE TIME

HARTFORD COMPANIES' COMMENT ON BUSINESS

Below Record of First Quarter
Last Year But Ahead of Closing
Month of 1920

LOOKING FOR GOOD YEAR

Some Executives Expect Total to
Equal 1920 Figures—Greatest
Slump in Group

HARTFORD, CONN., April 26.—Insurance leaders in Hartford say that the first three months of 1921 showed a decided increase in the amount of insurance written, an increase in the number of cancellations and a considerably augmented amount of policy loans. This might have been expected under the unfavorable economic conditions in many parts of the country, especially the cotton and wheat belts, but it seems to be the case all over the country, and acts as a kind of barometer on the economic conditions of the country.

Better Than Close of Year

As opposed to this unfavorable comparison between the first three months of 1921 and the first three months of last year there is the fact that these three months of 1921 have been better than the closing months of 1920, so that the totals of 1921 stand a very good chance after all of becoming as large as those of 1920.

Due to the inactivity in the factories, perhaps, the decreases are heaviest in the group departments. This situation will no doubt correct itself as soon as industry corrects itself. In the case of the Connecticut General and the Aetna Life, both of which have checked up their figures for the three months, the decrease in group life insurance amounted to about 50 percent as compared with the corresponding months in 1920.

Phoenix Mutual's Showing

Vice-President Silas H. Cornwell of the Phoenix Mutual said his company's new insurance for the three months was about 20 percent less than last year, but was equal to the monthly average of 1920. He said straight life insurance began falling off about September last year, but that the Phoenix expected to write as much new insurance as it did last year.

Cancellations were about 40 percent greater than last year, he said, and a reason for which was the overinsuring of some persons during the last few prosperous years. These recent policies do not give the holder the opportunity yet to borrow money on them and consequently he finds himself in some instances unable to meet the premiums. Mr. Cornwell said loans had increased approximately 60 percent, mainly for the purpose of paying premiums.

The chief economic strain was in the cotton and wheat belts, he said, where credits are "frozen" and where the crops have not been taken to market and turned into cash as promptly as in other years.

Below 1920, Howard's View

James L. Howard, secretary of the Travelers, said that the figures were not compiled for less than a full year period but that it was clear that 1921 would not equal 1920 in the amount of insurance written. "Last year was a very unusual one and it would not be strange to find that we will fall short of last year's record," he said. Mr. Howard explained the fact of increased

PROGRAM OF LIFE COUNSEL

Speakers and Social Activities Announced for Semi-Annual Meeting in Richmond

The program has been arranged for the semi-annual meeting of the Association of Life Insurance Counsel to be held in Richmond, Va., May 4-6. At the first session papers will be read by John A. Coke, Jr., attorney for the Life Insurance Company of Virginia; C. B. Welliver, chairman of the legal section of the American Life Convention; J. V. Oxtoby, counsel for the Michigan Mutual; Frederic G. Dunham, attorney for the Association of Life Insurance Presidents; Harry C. Bates, attorney for the Metropolitan Life, and other noted speakers. They have been given the opportunity to select their own topics.

The committee in charge has arranged a very complete program for the social activities. The three days are filled with banquets, automobile trips through the city and neighboring country, picnic lunches and afternoons on the golf courts. At the Thursday evening banquet there will be several noted Virginia speakers who will insure an interesting program.

loans on insurance policies as being due to higher money rates elsewhere.

He said the 5½ percent interest rate on Travelers policy loans was proving attractive in the present rate situation and therefore many policyholders were borrowing money on their insurance policies rather than on other security. "We have noticed at other times that as soon as money rates go up, the amount of our policy loans also goes up," he said.

Aetna Life Shows Decrease

In straight life insurance, the Aetna Life has written about 80 percent of the amount put on the books during the corresponding three months in 1920 and the decrease in group life department has been about 50 percent, according to Morgan G. Bulkeley, Jr., assistant treasurer of the company. He said cancellations and loans had increased considerably.

The Connecticut General reports a decrease in new group insurance of 50 percent for the three months, but the straight life insurance runs almost equal to that of the corresponding period of last year.

It is felt that with better omens appearing in the industrial field and with financial aid being arranged for the agricultural interests, tariffwise and otherwise, insurance is likely to take an upward climb from now on and that the next three months will show that the insurance companies, too, have passed the lowest point in the slump.

Receiver for Gould Company

W. A. Carver, Oklahoma City real estate dealer, has been appointed receiver for the Gould Investment Insurance Company of Oklahoma City, Okla. The appointment was made on the petition filed last week by Commissioner Hardin, following which the district court issued a temporary order restraining the company from doing business. The case was not contested by the company. Hearing on the issuance of a permanent injunction has been set for April 29.

"The receiver's work is to reorganize the company and put it on a basis to continue as a going concern," said C. W. King, assistant attorney general, who is handling the case. "The work probably will require at least 90 days. It is impossible now to know much about the condition of the company or the time which will be required in the receiver's work."

The Citizens Life of New Orleans is starting business with \$10,000 capital and \$2,500 surplus.

LIFE AGENCY CHANGES

V. T. Motschenbacher

Vernon T. Motschenbacher has been appointed general agent of the Connecticut Mutual at Portland, Ore., succeeding D. C. Burntrager. Mr. Burntrager will continue as a personal producer in the agency. Mr. Motschenbacher is a native of Oregon and attended the University of Oregon. He has been active in organization work.

Herley S. Daily

Herley S. Daily has been appointed general agent of the Connecticut Mutual Life at Kansas City, Mo., with headquarters in the Lathrop building. He is a graduate of the University of Missouri and is president of the University of Missouri Alumni Association of St. Louis. Mr. Daily practiced law at Columbia, Mo., but for the last five years has been writing life insurance with great success.

Morgan Watkins

The Connecticut Mutual Life has opened a general agency at Chattanooga, Tenn., Morgan Watkins, in the Hamilton National Bank building, being general agent. He has proved himself a successful personal producer and has aided in organization work in two or three southern states. He attended Princeton University. He entered military service at the time of the war and obtained the rank of major.

E. E. Rullman

E. E. Rullman, manager of the Masonic Mutual Life at Chicago, and 22 of the leading producers in the Chicago agency have resigned as of May 8. Mr. Rullman differed with the home office over company policy. He has not yet announced a new connection. C. S. Wright, supervisor of the company at Birmingham, Ala., is in charge at Chicago until a successor to Mr. Rullman is appointed.

Ellsworth Tegenstein

The Inter-Southern Life of Louisville announces that its northern Kentucky district office at Newport, Ky., has moved to 315 Dixie Terminal building, Cincinnati, and consolidated with its Ohio office. Ellsworth Tegenstein, who has been manager of the northern Kentucky district, becomes manager for Ohio and northern Kentucky and is in charge of the general office at Cincinnati.

Charles A. Norton

Charles A. Norton, for several years a successful producer for the State Mutual Life in Cincinnati, and previous to that in Y. M. C. A. and Chamber of Commerce work, has taken the general agency of the Midland Mutual Life of Columbus for Cincinnati and six adjoining counties. The Midland Mutual, although doing one of the largest businesses of any company in the state, has never had a

general agency in Cincinnati heretofore. The company's plan is not to open a territory and establish a regular general agency until it is prepared to develop the field intensively and produce a considerable business. Mr. Norton is a former secretary of the Life Underwriters Association and well known in the Queen

Walter W. Barrow

Effective June 1, Walter W. Barrow, Farmville, Va., has been appointed general agent at Richmond for the New England Mutual Life, succeeding Kemper W. Yancey, resigned. For some time Mr. Barrow has been representing the New England at Farmville as district agent.

William Thornton

William Thornton, who has been with the Jefferson Standard Life at Jackson, Miss., and Memphis, Tenn., has left that company to become agency secretary of the Volunteer State Life of Chattanooga. He will take up his new duties May 1. Mr. Thornton is a former newspaper man and had been connected with the Union Central and the Penn Mutual in Mississippi before going with the Jefferson Standard.

Life Agency Notes

Mike E. Adler, Marshfield, Wis., has resigned as agent for the Travelers and joined the forces of the Aetna in that city. George W. Sheffield, district manager. A partnership has been formed under the name of "The Marshfield Aetnaizers."

Northwestern Mutual Convention Plans

The annual meeting of the agents of the Northwestern Mutual Life will be held in Milwaukee, July 25-27. Monday, the first day, will be devoted to visiting home office departments, sight-seeing, golfing and other sports, and the meetings of the General Agents' Association and Special and District Agents' Associations. Tuesday evening, after an all-day business session, will be devoted to the association dinner. The Clerks' Association of the home office will act as hosts. A theatre party will follow. Special luncheons for those interested in district agency work, in city soliciting and country soliciting will be held on Wednesday.

At last year's meetings some of the agents requested that business sessions be put into full sway the first day. The home office staff went over the matter carefully and decided that it appreciated the viewpoint of the men, but that they probably would not wish to miss the opportunities usually given on the first day to get acquainted, call around in the various departments of the home office and the like. Besides, it is thought best to get the subassociation meetings out of the way first.

WANTED

We want a general agency contract for Indiana or Central and Southern Indiana with some good life company upon a liberal first year commission and renewal basis. Can finance territory.

INVESTORS BANKING SERVICE CORPORATION 302-303 Saks Building, Indianapolis.

We Want

DISTRICT AGENCY MANAGERS

in
OHIO!!

We especially wish to hear from good personal producers who renew at least 80 per cent of their business.

F. N. L. Building,
3401 Michigan Ave.

Farmers National Life Ins. Co.,
Chicago, Ill.



"SAFE AS A GOVERNMENT BOND"

The OHIO STATE LIFE

LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.

SEE →

LATEST POLICIES AND AGENCY CONTRACT

FOR FACTS

Openings OHIO, IND., KY., MICH. and W. VA. Write Columbus

Security Mutual Agents are successful WHY?

The reasons are many

- First —Our rates are right
- Second—Our policies are attractive
- Third —Our Company is reliable
- Fourth—Our agents have our co-operation

We can give good men good territory

If you are interested, address
C. H. Jackson, Supt. of Agencies

SECURITY MUTUAL LIFE INSURANCE CO.
Binghamton, N. Y.

One **SECRET OF OUR SUCCESS IS SERVICE** We have a contract for you under which your income will be limited only by your activities
A REAL PROPOSITION FOR A REAL MAN
FEDERAL CASUALTY COMPANY, DETROIT MICHIGAN
Cash Capital, \$200,000.00 V. D. CLIFF, President

Frans Nelson, President

J. F. Uehling, Secretary



OMAHA, NEBRASKA

The Giant of the West



Southland Life Insurance Co.
DALLAS, TEXAS
The Progressive Company of the South
HARRY L. SEAY, President

An Exclusive Life Reinsurance Company

**THE REINSURANCE LIFE COMPANY
OF AMERICA**
DES MOINES, IOWA.

Prompt Service

Full Coverage

Attractive Contracts

H. B. HAWLEY, President

F. D. Harsh, Secretary

Indianapolis Life Insurance Company
Insurance in Force \$27,006,000.00

OPERATES IN INDIANA, ILLINOIS, TEXAS AND MICHIGAN
FRANK P. MANLY, President

WANT ADS

One inch, one time,
One Column wide \$3.75

NATIONAL UNDERWRITER, 1362 Insurance Exchange, Chicago, Illinois

OHIO NATIONAL LIFE INSURANCE CO.

CINCINNATI, O.

NOW is the Golden Day of Life Insurance. It is the best time to get connected with a solid company and build a foundation for the future. Good business was never so easy to get. People believe in and are buying life insurance.

The Ohio National pays agents well for their work and backs them with all its power and facilities.

Territory open in Ohio, West Virginia and Kentucky, Tennessee, Michigan, Nebraska and Kansas.

A. BETTINGER

President

T. W. APPLEBY

Secretary and Agency Manager

Central States Life Insurance Company

St. Louis, Mo.

Insurance in force - - \$58,000,000.00

JAMES A. McVOY
Vice-President and General Manager

The Farmers & Bankers Life Insurance Company

Largest volume of business—Greatest amount of assets—Largest yearly production of any Kansas life insurance company. Truly it

LEADS THEM ALL IN KANSAS

Home Offices

Wichita, Kansas

Confidence - Ability - Service

The Splendid Record of the Past Year is a Challenge that will be met by every Fearless Agent who Grasps the Fact that Nothing can Defeat Diligent and Honest Toil.

1921 Will Reward Workers, but not Shirkers

New England Mutual Life Insurance Co.

87 Milk Street, Boston

Seventy-seven Years of Faithful Service

WITH INDUSTRIAL MEN

Pushing for Chicago Business

The Western & Southern of Cincinnati has now six industrial offices in Chicago. It is running strong and writing a splendid business.

When Is Boy Legally Dead?

Is there any difference in the length of time required to declare a boy legally dead than that required for a grown person? There are numerous court decisions fixing seven years of continued absence as the time when a grown person may be declared legally dead and a claim made for life insurance and the transfer of property. Warren T. Northrop was 11 years old in 1905 when his father, a resident of Kansas, took out an industrial policy for him in the Prudential. The premium was 10 cents a week and the beneficiary was to receive \$236.

After the premiums had been maintained for four years the boy disappeared. He has been away 11 years now and the beneficiary has put in a claim for the value of the policy. The company has declined to pay the claim on the ground that the boy is not legally dead.

Instructing St. Louis Agents

E. C. Pollard, ordinary instructor for the American National of Galveston, Tex., is spending a few days in St. Louis with C. N. Cottin, superintendent, and his force. The American National has a growing business in St. Louis both in industrial and the ordinary department.

and much credit goes to Mr. Cottin, the superintendent, for the record which his staff is making.

Mr. Pollard is doing splendid work there, not only in the morning lecture period, but also in going with the individual agent to interview different prospects.

Prudential News

Assistant Superintendent Gilbert H. DeYoung of the Grand Rapids, Mich., district of the Prudential, is celebrating his twentieth anniversary with the company. He started his career as an agent at Allegheny, Pa., on April 1, 1901, and about seven months later was promoted to an assistant superintendent in the same district, later serving in various capacities, including an inspectorship and agency organizer.

On May 20, 1916, Mr. DeYoung was transferred to his present district in the capacity of assistant superintendent, and at the present time, is leading his district in both branches.

Agent August J. Liban of Milwaukee 1 has been promoted to the position of assistant superintendent in the same district.

Agent Hilton M. Schuh of the Milwaukee 1 district is the leading agent in Division F in net ordinary new business. Agent Otto W. Goodman of the Escanaba agency organization and Mart E. Gale of the Madison district are also making splendid progress in ordinary.

NEWS OF LOCAL ASSOCIATIONS

Cincinnati, O.—The Cincinnati Association held its regular monthly meeting last week. Billy Sunday, the noted revivalist, was scheduled to appear but in his place Homer Rodeheaver, his associate, gave a splendid talk comparing the work of the life insurance men with that of the religious revivalist. He received a great ovation, as he is almost as good a speaker as Sunday himself. Thirty new members were announced as having signed the membership application blanks during the meeting. President Henry A. Stout of the Dayton Association shared honors with Mr. Rodeheaver as one of the speakers of the occasion and gave a splendid talk on the advantages of membership in the association.

It developed that three of the big divisions in the Community Chest drive are led by life insurance men, J. S. Drewry of the Mutual Benefit, Laurence C. Witten of the Massachusetts Mutual and A. F. Sommer of the Metropolitan. One of these divisions, that of Mr. Drewry, is made up entirely of life insurance men. An appeal was made to the members to take a part in such movements as the Community Chest.

A committee on the death of J. W. Iredell, Jr., general manager of the Penn Mutual Life, who died recently, reported suitable resolutions. Notwithstanding that the membership dues in the Cincinnati Association are \$9 per year, due to the fact that a number of luncheons are included, the association has largely increased its membership and the plan is considered a success. The Cincinnati Association under the presidency of S. Howard Swope of the Union Central is making a splendid record this year and is constantly growing in strength.

Quincy, Ill.—At the last meeting of the Quincy association the principal speaker was William Morrison, agency director of the Farmers National Life. He "brought down the house" when he declared, "I hope to see the day when every insurance agent will have to pass an eligibility examination on his knowledge of the business and its ethics."

Milwaukee, Wis.—The April meeting of the Milwaukee Association has been put over until May, and the next gathering will be held May 5. Inability to get the regular meeting and luncheon place for the regular April date brought about the postponement.

Evansville, Ind.—The Evansville Association has adopted a slogan of "100 members in 1921" and indications are that they will reach or pass the goal.

William T. Graves, district superintendent of the Public Savings, who is the president of the Evansville Association, is regarded as a "live wire" and he and the other members are going to do some hustling for new members during the present year. Monthly meetings have been arranged at which interesting programs will be given for the members and their invited friends.

Sacramento, Cal.—C. J. Klitgaard, president of the Northern California Association, and Joseph H. Gray, vice-president, journeyed to Sacramento last week and organized the Sacramento chapter of the association. The meeting was one of the most enthusiastic ever held in the capital city and 30 members were signed up. The new chapter completed its organization by electing J. H. Wents, Fidelity Mutual, president; H. S. Maddox, Lincoln National, vice-president; Alex Kaiser, California State Life, secretary, and John Pruer, Prudential, treasurer.

The work of organizing other chapters of the Northern California body will be pushed as rapidly as possible.

Greenville, S. C.—The Greenville Association, recently organized, will join the state and national associations 100 percent. This organization will cover the Piedmont section of South Carolina and will look forward to taking an active part in legislation, taxes and every other phase affecting life insurance.

W. B. Cox of the State Mutual of Massachusetts was elected president of the new association; S. Casper Chandler, Guardian of America, vice-president, and Miss Minnie Hunt, Reliance, secretary-treasurer. The board of directors is composed of C. O. Milford, Southeastern Life; chairman; W. A. Merritt, Equitable; D. W. Cochran, Jr., Jefferson Standard; J. E. Lewis, Metropolitan; W. B. Stone, Mutual Benefit; H. A. Graham, New York Life.

It is the purpose of this association to advertise through a central channel—establishing a pool and advertising the cause of life insurance (not company) under the head of Greenville Life Underwriters. This can be done at small cost to each member and will help materially in forwarding the cause of life insurance education for the general public.

Philadelphia, Pa.—The members of the Philadelphia Association at a luncheon Thursday were addressed by Vice-President Albert N. Hogg of the Corn Exchange National Bank on "Life Insurance as Viewed by a Commercial Bank." The speaker explained the business value

DIRECTORY OF LIFE INSURANCE

ILLINOIS

WYMAN & PALMER
General Agents for Illinois
BERKSHIRE LIFE INS. CO.
of Pittsfield, Mass.
105 So. La Salle
CHICAGO, ILLINOIS

37,005 PEOPLE

wrote to us last year and asked for an illustration of our "Income for Life" at their age. This valuable lead service explains why our 1919 business showed a gain of 81 per cent.

The Fidelity operates in 40 states. Full level net premium reserve basis. Insurances in force over \$173,000,000. Faithfully serving Insurers since 1878.

A few agency openings for the right man.

**THE FIDELITY MUTUAL LIFE
INSURANCE COMPANY**
WALTER LE MAR TALBOT, Pres. PHILADELPHIA

FOUNDED 1865

The Provident Life and Trust Company of Philadelphia (Penna.)

"Tantamount to a Sight Draft"

A Provident Long Endowment is not only payable immediately should the insured die; if he lives to the maturing date specified in the policy it is tantamount to a sight draft.

Rates Reduced

Premium rates reduced September, 1920.

All leading forms of policies written.

Best of contracts to agents.

Two general Agencies open in Iowa.

Write for information.

LOUIS H. KOCH, President

**National American
Life Insurance Co.**

Burlington, Iowa

of having members of firms protected by life insurance with either the other members of the co-partnership or a bank as the beneficiary in trust. He said in part:

"Any reasonable method, such as business life insurance, of perpetuating a business, whether partnership or corporation, insuring the liquidation of a debt or of a deceased member's interest, and thereby establishing credit, is a factor in the progressive evolution of the commercial well being of the country that should be encouraged by the banks. There are circumstances in which the bank has a direct interest in this form of insurance; instances in which the bank should unhesitatingly employ this method of protecting loans.

"A conservation policy which, in its way, is as important as the saving of our forests and our farms, is a factor in the economic upbuilding of the country. Financial waste through failures and insolvencies in this country reaches into the hundreds of millions of dollars a year and we are here dealing with the same principle that underlies the value of thrift, of industry and of the upbuilding of our individual and national wealth."

Following Mr. Hogg, Richard Spillane, financial editor of the "Public Ledger," one of the best known financial writers in the country, delivered a short, forceful talk. He declared that the life insurance agent does not speak the language of the ordinary man.

"I think," he said, "that every man in America should carry life insurance. The agent should first talk to the man in the kindergarten grade, then the primary and then the grammar instead of the university grade.

"If I were in the life insurance business, I would get hold of people who speak plain, ordinary, simple language—simple talk. I would tell simple stories of the virtues of life insurance."

As an example of the sort of stories, he told a story of the life of President Darwin P. Kingsley of the New York Life, who, he said, attributed his success to a \$1,000 life insurance policy.

"Talk more to people," he said in closing, "and tell it in the plainest, simplest language."

* * *

Oklahoma City.—Three prizes were awarded by the Oklahoma association at its Saturday luncheon to high school seniors for having written the best essays on "Why My Dad Carries Life Insurance."

Ruling on Group Policy

The Aetna Life can issue in Ohio a group policy in which it is specified, with respect to certain of the assured, that the employer is to be made trustee under the policy, according to an opinion given by Superintendent Gearhart, provided the policy is issued with certain restrictions which Mr. Gearhart has formulated. The ruling was given to A. I. Vorys, former Ohio insurance superintendent, counsel for the Aetna Life.

NEWS OF LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual Digest," published annually in May at \$3.00 and the "Little Gem," published annually in May at \$1.50.

WAR RISK DIVIDENDS JUNE 1

Government Announces Schedule of Payments to One and Two-Year Policyholders

World war veterans are now rapidly changing their term insurance to the permanent forms of government life insurance. The Bureau of War Risk Insurance announces the average daily amount of insurance thus being converted is nearly \$2,000,000. There are 290,000 permanent government life insurance policies carried by veterans aggregating \$952,000,000 of insurance, while 400,000 hold term (war time) insurance amounting to approximately \$3,500,000,000.

Dividend payments ranging from \$1.04 on up on each \$1,000 for one and two-year policyholders will be paid June 1, Director Cholmeley-Jones also announces. Many of these dividends are already due, but because of the

Great Opportunity

in

Indiana

The Franklin Life Insurance Company has just entered Indiana and has some excellent openings there for General Agents. Contracts direct with the Company.

The Franklin is making phenomenal progress, having reached the \$100,000,000 mark May 1st.

For information write the Home Office.

Springfield, Ill.

Chicago National Life Insurance Company

CENTURY BUILDING, STATE AND ADAMS STS.

JUST LICENSED BY ILLINOIS STATE DEPARTMENT

First 10,000 shares sold, over \$100,000 deposited with State

WANTED: First class agency man: must be of undoubted experience and ability

WANTED

WE WANT A MANAGER

in every important center in Indiana where we are not represented. Only men of ability and probity will be considered. We offer liberal commission contracts to agents and salable policies to the public. The proposition we offer is unusual. Correspondence confidential.

GARY NATIONAL LIFE INSURANCE COMPANY

Gary, Indiana

WILBUR WYNANT, President

Hotel La Salle

Chicago's Finest Hotel

Hotel La Salle has won this title with an experienced and critical public because of its happy blend of old and new ideals.

Hotel La Salle

answers every modern demand in equipment, cuisine and service with nothing lost of old fashioned hospitality and home-like comfort.



CONSERVATION OF BUSINESS

We are reinstating, revamping and cleaning up indebted policies for a number of Life Companies, thus standardizing and conserving the business, increasing the income, preventing lapses, and keeping the policyholders satisfied, and at practically no expense to the Companies.

Our references cover eighteen years of satisfactory service, and we respectfully solicit your patronage.

THE OTIS HANN COMPANY, Inc.

10 So. La Salle St.

Chicago, Illinois



C. W. Brandon

The Boys Are Coming In Fast Now!

ALTHOUGH The Columbus Mutual Life during 1920 actually doubled its agency force, it is adding agents this year more rapidly than last year. The Columbus Mutual system was designed to provide:

First, High-quality-low-cost insurance.

Second, The most generous compensation possible for the producing agent.

Prophecies made over a dozen years ago that The Columbus Mutual's plan to eliminate middle-men would produce a remarkably successful company have been more than fulfilled. If you are thinking of a change in connections, you, too, may enjoy the many advantages of The Columbus Mutual's Agency contract, devised by C. W. Brandon, president of the company. Write your name and address on the margin of this advertisement and send to the company's Home Office at Columbus, Ohio. An explanation of the contract will be forwarded. Then you'll understand why the company is adding so many agents to its force.

RARE OPPORTUNITY

Two General Agency Openings In the State of Montana

A splendid direct Home Office contract under which a profitable and permanent business can be established is waiting for the right man.

**THE COMPANY NOW HAS MORE THAN \$76,000,000
OF INSURANCE IN FORCE**

The Minnesota Mutual Life Insurance Co.
ST. PAUL, MINNESOTA

bookkeeping and actuarial work involved, checks will not be ready for mailing until June 1. There are 136,000 policyholders who will receive the one-year dividends and 74,000 who will receive two-year dividends.

The following is a schedule of the dividend amounts for each \$1,000 to be paid the one and two-year policyholders:

First Year Dividend—Issues of 1919-1920

Age	Ord. Life	20 Pay. Life	30 Pay. Life	20 Yr. End.	30 Yr. End.	at 62
20	1.04	1.09	1.06	1.21	1.11	1.06
25	1.05	1.10	1.07	1.21	1.11	1.08
30	1.06	1.11	1.08	1.21	1.12	1.11
35	1.08	1.13	1.09	1.21	1.12	1.14
40	1.10	1.14	1.11	1.22	1.13	1.19
45	1.12	1.17	1.13	1.22	1.14	1.27
50	1.15	1.19	1.15	1.23	1.16	1.42
55	1.18	1.21	1.18	1.23	1.18	1.79
60	1.21	1.24	1.21	1.25	1.22	4.15

Second Year Dividend—Issues of 1919

Age	Ord. Life	20 Pay. Life	30 Pay. Life	20 Yr. End.	30 Yr. End.	at 62
20	1.08	1.18	1.12	1.43	1.23	1.13
25	1.10	1.20	1.14	1.43	1.23	1.17
30	1.12	1.23	1.16	1.43	1.24	1.21
35	1.16	1.26	1.19	1.44	1.24	1.28
40	1.19	1.29	1.22	1.44	1.26	1.39
45	1.24	1.34	1.26	1.45	1.28	1.55
50	1.30	1.38	1.31	1.46	1.32	1.85
55	1.36	1.43	1.37	1.47	1.37	2.63
60	1.43	1.47	1.43	1.50	1.43	7.50

Equitable Life of Iowa

The Equitable Life of Iowa has just gotten out a new policy, "The Income Endowment at Age 65," a guaranteed non-participating policy issued only on select lives in amounts of \$5,000 or over, with disability provision and double indemnity at the discretion of the insured. It provides an income of \$10 per month for each \$1,000 of the face of the policy commencing on the policy anniversary nearest the 65th birthday and payable so long thereafter as the insured shall live. At age 35 an annual payment of \$325.80 to age 65 will provide the following:

"A monthly income of \$100."

(a) Commencing at age 65 and payable as long as the insured is living, but in no event will less than 120 such payments be made.

(b) Commencing immediately upon receipt of proof of total and permanent disability and continuing during such disability to age 65 when the benefits under (a) commence; and in addition waiving all further premiums falling due.

A payment of \$10,000 (or cash value if greater) in the event of the death of insured before age 65.

Receivership Will Be Continued

Judge Scanlon of Chicago decided this week to continue the receiver of the Chicago National Life Underwriters Company and the injunction to restrain it from continuing business. It was reported in the papers that the Chicago National Life also had been put in a receiver's hands but this is not true. The Chicago National Life Underwriters Company is the holding company, selling the stock for the Chicago National Life. The Chicago National Life was licensed the first of the year but has never written any business.

Figures of American of Denver

Through an unfortunate error in the dropping of the final figures, the business of the American Life of Denver in Colorado was given as \$395,571 issued in 1920 and \$96,230 in force Dec. 31. The issued Colorado business of the company in 1920 was \$3,957,370 and the Colorado business in force Dec 31 was \$9,623,037.

Want Fraternal Head Ousted

Fraternal societies have been having trouble enough lately with enforced rate increases, lapses and heavy mortality and now internal dissensions are breaking out. The Missouri section of the Woodmen of the World at its annual meeting in St. Louis recently adopted resolutions calling for the impeachment of W. A. Fraser, of Omaha, sovereign commander, for alleged malfeasance in office and other officers for non-performance of duty. The resolutions charged Mr. Fraser "with reckless expenditure of general funds without any legal right." Mr. Fraser is the president of the Fraternal Order of America and has recently been engaged in a controversy with insurance commissioners over examinations.

HOME LIFE INSURANCE CO.

NEW YORK

WM. R. MARSHALL, President

The 60th Annual statement shows admitted Assets of \$7,780,735 and the Insurance in Force \$185,755,819—a gain for the year 1919 of over \$27,000,000. The insurance effected during the year was over \$40,000,000, or 63% more than in the previous year. The amount paid to policyholders during the year was over \$4,388,000.

W. A. R. BRUEHL & SONS

General Managers
Central and Southern Ohio and Northern Kentucky
Rooms 601-606 The Fourth Nat. Bank Bldg.
CINCINNATI, OHIO

HOYT W. GALE

General Manager for Northern Ohio
229-233 Leader-News Building
CLEVELAND, OHIO

HOTEL WISCONSIN

Big Hotel of Milwaukee

HEADQUARTERS for INSURANCE MEN

500 Rooms—400 with Bath

ACTUARIES

DONALD F. CAMPBELL
CONSULTING
ACTUARY

76 West Monroe Street
Telephone Randolph 918

CHICAGO, ILL.

MARCUS GUNN
CONSULTING
ACTUARY

29 S. La Salle St. CHICAGO
Telephone, Randolph 7684

FRANK J. HAIGHT
CONSULTING
ACTUARY

510-515 Hume-Messer Bldg.

INDIANAPOLIS

Kraft Building, DES MOINES, IOWA

JULIAN C. HARVEY

CONSULTING ACTUARY

Chemical Building ST. LOUIS, MO.

T. J. McCOMB
COUNSELOR AT LAW
CONSULTING ACTUARY

Premiums, Reserves, Surrender Values,
etc. Calculated. Valuations and Exam-
inations Made. Policies and all Life In-
surance Forms Prepared. The Law of
Insurance a Specialty.
Colonial Bldg. OKLAHOMA CITY

J. H. NITCHIE

ACTUARY

1533 Association Bldg. 193 La Salle St.
Telephone State 4992 CHICAGO

J. CHARLES SEITZ

CONSULTING ACTUARY

Author of

"System and Accounting"

209 So. La Salle St. CHICAGO

FREDERIC S. WITHINGTON
CONSULTING ACTUARY
402-404 Kraft Building
Tel. Walnut 3761 DES MOINES, IOWA

8c

a week is the cost of The
National Underwriter by
annual subscription.

FITTING POLICY TO NEEDS OF PROSPECT

(CONTINUED FROM PAGE 5)

tional policy for the son to insure his college term, a monthly income policy for the one daughter and a definite monthly income for the crippled daughter, who will be a serious problem for this man all his life, and a \$1,000 or \$2,000 policy to provide cash for the family to clear up outstanding indebtedness."

Will Keep Policies in Force

"If a prospect is thus made to look upon his life insurance as consisting of separate policies, written to cover definite and positive needs, he is not going to drop his insurance, and what is of equal interest to life insurance men, he is going to buy a lot more life insurance than he would if he simply purchased a policy for a flat amount. Suppose such a man, after being insured, gets an idea that he wants to lapse part of his insurance. The agent can go to him and ask him if he wants to drop his wife's monthly income policy, or whether it is his idea to give up his mortgage policy, or whether he wants to lapse the policy that is going to provide his son with the funds to go through college, etc. Viewed in this light, the policyholder is reluctant to give up any of his insurance. He sees that each policy covers an individual and vital need, and that all of the contracts must be continued. In other words, he is sold.

Novel Method of Approach

"I know life insurance men who are constantly on the alert for new methods of approach. There is a young man in Philadelphia who worked in an architect's office for a time and finally went into the life insurance business. He had some acquaintance among some of the Philadelphia architects, and decided to confine his selling activities for a time to these men. Instead of simply going in and announcing that he was in the life insurance business, and wanted to sell them some life insurance he sat down and drew up four blue-prints which he termed the 'House of Protection.' On these blue-prints he set forth life insurance in diagram and chart form. He told his story on these blue-prints in an interesting and novel manner. When he went into an architect's office instead of making a stereotyped approach he laid down the blue-prints and asked the prospect to look at them. Practically all of the architects that he called on were interested at once. They could not overcome the temptation to look at the blue-prints. They studied the charts and diagrams, looked over the material carefully and practically sold themselves. They never would have granted the young man interview had he approached them in the usual dull and uninteresting way. I cite this merely as an example of what can be done in the way of an unusual and attractive approach.

Talking Prospect's Language

"Another case. A young woman in Pittsburgh was trying to interest a man owning a small farm just outside of the city in life insurance. She talked to him about a \$2,000 policy for his daughter, who was later going to college. She could not get a response. Her talk seemed to arouse no interest. Finally, she commenced to talk to the prospect about his crops, and his own problems. She found that he was raising beans, and in the course of the conversation, learned that the beans were worth \$30 a row. Finally, she asked, 'Why don't you cultivate two more rows of beans, and send your daughter to college with the money that the policy that I am talking to you about will bring you?' The farmer saw the idea at once and bought. He had been approached in the best way possible."

The bill allowing life insurance companies to contract with minors has been vetoed in Vermont and the veto has been sustained.

OPEN NEW LIFE DEPARTMENT

Another Is Added to List of Chicago General Insurance Agents Which Have Entered Life Field

Another general agency in the Insurance Exchange, Chicago, is opening a life insurance department. Eldredge & Cleary are general agents for the United States Casualty and also have a fire and surety office. They have been appointed agents of the Penn Mutual. J. Wallace Thompson, formerly connected with the Bokum & Bingle general agency of the Massachusetts Mutual, has been put in charge of the new department. This makes seven of the big agencies in Chicago that have regularly organized life departments, they being Moore, Case, Lyman & Hubbard; Critchell, Miller, Whitney & Barbour; Rollins-Burdick-Hunter; Wolfe-Steffin Company; Luther, Egan & Springston; the Rockwood-Badgerow Company, and now Eldredge & Cleary.

No Ohio Ban on Mutuals

While the Ohio legislature has made no specific provision for the organization of domestic mutual companies, Superintendent Gearhart holds that in view of the statements and implications of the law, and various decisions by the Supreme court, that is no bar to their entry. He therefore ruled that the Minnesota Mutual Life could enter and issued its license.

LIFE COMPANY QUOTATIONS

(From the Chicago Journal of Commerce)

	Book Value	Bid	Asked	Par
Central Life, Ill.	37	51	55	20
Central States, Mo.	11	9	11	10
Clover Leaf L. & C.	12	8 1/2	9 1/2	10
Columbian Nat.	122	100
Conservative Life	11	5	7	10
Des M. L. & A.	13	7	10	10
Detroit Life	104	60	70	100
Farmers Nat.	10	18	21	5
Federal Life	112	105	..	100
Girard Life	11	8	10	10
Guardian Life	..	70	..	50
Gulf Coast Life	11
Indiana National	1	4	5 1/2	10
Inter-Southern	28	..	75	31
International Life	37	25
Lincoln Nat.	20	15	20	10
Marquette Life	10	5	..	10
Missouri State	22	37	..	10
New World Life	13	11	12	10
Northern States	67	8 1/2	..	10
North American	62	155	161	50
Ohio National	14	12	14	10
Old Line Life	14	15	17	10
Peoria Life	12	28	32	10
Providers Life	11	18	21	10
Reliable Life	15
Rockford Life	13	10
Scranton Life	11	8	10	10
Standard Life	11	6 1/2	7	10
Union Central	50	20
Western Life	105	8	10	10
Wisconsin Nat.	12	9	11	10

"The Company of Co-operation"

DES MOINES LIFE AND ANNUITY COMPANY

We will insure the whole family! Any plan, any age, either sex! This is a service our men appreciate these days. If it appeals to you, write.

HOME OFFICE, DES MOINES (R-T Bldg. IOWA

TERRITORY—IOWA SOUTH DAKOTA

Northwestern National Life Insurance Company

MINNEAPOLIS, MINN.

A WESTERN, MUTUAL, ANNUAL DIVIDEND, OLD LINE COMPANY

The Company for Policyholders and Agents

WANTED

A General Agent for Cincinnati

By

THE MIDLAND MUTUAL LIFE INSURANCE COMPANY of Columbus, Ohio

Look up the record of this Company, then write the Secretary for particulars. Here's a life-time opportunity for the qualified man willing to work.

The Close of the Day's Work

WHEN you begin to figure up your earnings and recall the several reasons for failures during the past year, you then more than any other time keenly realize the importance of a helpful constructive home office service that trains you to overcome such failures.

One of the vital elements which makes your day profitable is a harmonious working arrangement with home office officials and a direct co-operative spirit generously given.

All this and more we constantly strive to give our agents. This coupled with good policy contracts and liberal commissions, is an incentive which should interest any ambitious agent who wishes to make the most of his salesmanship efforts.

We would like to hear from several good men for important field positions

Inter-Southern Life Insurance Company
JAMES R. DUFFIN, President
LOUISVILLE, KENTUCKY

Improved Disability Provision

Claim may be made as soon as disability occurs—no probationary period.

Payments begin immediately on approval of claim—no probationary period.

Monthly payments, lifelong, conditioned on permanence of disability.

Immediate waiver of future premiums—no waiting until next anniversary.

Full amount of insurance paid when insured dies, without deduction for disability payments or for premiums waived.

This new disability provision brings the service of America's oldest legal reserve life insurance company still closer to the needs of the insuring public.

For terms to producing Agents address

The Mutual Life Insurance Company
of New York
34 Nassau Street, New York



\$50.00 A WEEK FOR LIFE

while totally disabled from either injury or illness. \$6,000.00 for death by ordinary accident, \$12,000.00 for Travel accident

AND IT ONLY COSTS \$56.00 PER YEAR

Our top salesman made \$12,000.00 last year. Does it interest you? If so write

BUSINESS MEN'S ASSURANCE COMPANY
W. T. GRANT, Vice-President. KANSAS CITY, MISSOURI

WANTED District Managers for Lima, Ohio

BY
THE GEM CITY LIFE INSURANCE CO.
OF DAYTON, OHIO

Write the Home Office for further particulars. Here's an opportunity for a good man to get in on the ground floor with a progressive young Ohio company



To The Man Who Is Willing—and WILL

We are prepared to offer unusual opportunities for money-making NOW and creating a competence for the FUTURE.

For Contracts and Territory, Address
H. M. HARGROVE - President
Beaumont, Texas

Are You Permanently Established?

Write for Territory
Pennsylvania—Ohio—West Virginia
PHILADELPHIA LIFE INSURANCE CO.
PHILADELPHIA

DESIRABLE TERRITORY FOR ALERT AGENTS

Always ready to negotiate with men who can establish their capacity to pay for a reasonable volume of New Insurance regularly—good business places steadily needed.

Union Mutual Life Insurance Co.
PORTLAND, MAINE
Address: Albert E. Ande, Sup't. of Agents

A Penn Mutual Premium, less a Penn Mutual Dividend, purchasing a Penn Mutual Policy, containing Penn Mutual Values, makes an Insurance Proposition which in the sum of all its Benefits, is unsurpassed for net low cost and care of interest of all members.

The Penn Mutual
Life Insurance Company
of Philadelphia

On January 1, 1920, Rates Were Reduced and Values Increased to Full 3% Reserve.

TAKE UTAH CASE INTO COURT

Life Underwriters Appeal to Supreme Court From Decision on Mountain States Life

The Utah Underwriters' Life Association has appealed to the state supreme court for a writ of certiorari in the Mountain States Life case and the matter will have an early hearing. The association attacks the Denver company because of its alleged practice of selling stock with its policies, which is not allowed under the Utah insurance laws. The question first came up several weeks ago, when the Utah agents were granted a formal hearing before Rulon S. Wells, who was then insurance commissioner. The investigation extended over three or four days, at the end of which Mr. Wells decided that the company was not violating any of the Utah laws. In its appeal to the supreme court the association says:

"Your petitioners further show that they (the Utah agents) have no appeal from the decision and order of the said commissioner, and they have no plain, speedy or adequate remedy other than by writ of review; that your petitioners are parties beneficially interested in this proceeding, in that:

"They are citizens and taxpayers of the state of Utah and entitled to the protection of its laws.

"They are agents and representatives of insurance companies operating within the state and bound to obey the laws thereof; that under the ruling of said commissioner the defendant company is permitted to do illegal acts which give it an undue advantage against the companies represented by plaintiff in securing business, resulting in direct financial loss to plaintiffs; that said ruling gives notice to promoters and unscrupulous companies that extraneous matter, such as shares of stock, may be sold in this state with life insurance; that excessive commissions may be taken and that illegal agency schemes are tolerated, thereby tending to bring all insurance into disrepute and resulting in financial loss to all law-abiding companies and to the public generally."

Will Argue Appeal Motion

The position of the New York Life in a recent federal tax case having been sustained by the United States circuit court, the solicitor general appealed to the United States supreme court, but failed to give notice to the insurance company of the appeal, as he should have done. Because of that fact the New York Life has been given authority to argue the appeal motion.

Cerf Appoints Assistants

NEW YORK, April 26.—L. A. Cerf, manager of the metropolitan department for the Mutual Benefit Life, announces the appointment of E. T. Wells as assistant manager, and of D. B. Adler as superintendent of agents. Mr. Wells has been connected with the agency for 16 years, while Mr. Adler has had charge of new organization work at Mr. Cerf's uptown branch office. The Cerf agency led all general agencies in this city in the amount of new business paid for last year, its record being in excess of \$28,800,000.

Conference Committee Not Named

President Upjohn of the Chicago Life Underwriters' Association has not appointed a conference committee of three members to meet with the Managers' Association and the Chicago Life Insurance Field Men's Club because he has not been officially notified that the two organizations desire such a committee. The Managers' Association's conference committee consists of E. A. Ferguson, Union Central Life; A. A. Drew, Mutual Benefit, and Darby A. Day of the Mutual Life. The Field Club committee consists of I. B. Jacobs, Mutual Life; I. B. Eberhardt, Northwestern Mutual Life, and E. C. Platter

of the Massachusetts Mutual. This joint committee met and decided to call upon the Chicago Life Underwriters' Association to appoint a similar committee. It is proposed to take up subjects of mutual interest.

Illinois Figures Corrected

In the table published recently showing the business of life companies in Illinois last year errors were made in the figures for two companies. The figures for the New England Mutual should have shown new business last year of \$8,977,753 and insurance in force in the state of \$39,769,659. For the John Hancock Mutual the ordinary business written last year should have been \$14,389,021 and the insurance in force \$61,219,149.

Seventy-five Years Old

Five American life companies have now passed their 75th anniversaries, they being the New England Mutual, Mutual Life of New York, Mutual Benefit Life, New York Life and State Mutual. One Canadian company, the Canada Life, is in its 74th year.

Lincoln National Joins

The Lincoln National Life of Fort Wayne, Ind., has been elected as the forty-ninth member of the Association of Life Insurance Presidents.

That equality of opportunity which makes the Life Insurance business worth while is found in

The
Square deal

Agency Contract

For proof of this, write to

Guardian Life
Insurance Company

Home Office, Madison, Wis.

FEDERAL UNION LIFE Insurance Company

Cincinnati, Ohio

has just issued a very interesting booklet "Suggestions for Increasing Your Income"

and would be pleased to send a copy to every Life, Fire and Accident Agent in Ohio, Illinois and Kentucky

WANTED

to get in touch with Life Insurance Agents and General Agents for State of Illinois by growing, progressive Company.

Liberal contracts with attractive renewals.

Insurance in force to December 31, 1919, \$6,005,686.00.

Providers Life Assurance Co.

Home Offices
10 South La Salle Street
CHICAGO, ILL.

1921

This
call
ters'
com-
sub-

now-
s in
e in
The
tual
last
force
John
ness
\$14,-
\$61,-

have
rics,
tual,
tual
state
the

Fort
erty-
Life

-
e
s

t

E

g

y

y